

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LX.

NEW YORK, AUGUST 28, 1907.

No. 9.

The Butterick Trio

Comprising

The Delineator

15c.—\$1 year

The Designer

10c.—50c. year

New Idea Woman's Magazine

5c.—50c. year

Reaching 1,600,000 Homes

About 10,000,000 Prosperous Readers

—Women who do their buying in Retail Stores and who buy for their Homes, their Families, Children, Husband and for themselves..... "The Cream of Good Customers in America".....A group of consumers whose patronage alone is enough to assure the success of any good article. Your advertisement printed 1,600,000 times in one issue of the Butterick Trio reaches more readers, and costs you far less, than you could print for yourself and distribute to readers of equal responsiveness and buying power. Trio Rate: **\$7.12½** per agate line. An inch ad one time (**\$100**) costs you **1-1000** of 1c. per reader. A Page ad one time (**\$2550**) costs you about **1-40** of 1c. per reader.

W. H. BLACK

Mgr. of Advertising

Home Office, Butterick Bldg.
New York

F. H. RALSTEN

Western Adv. Mgr.
First National Bank Bldg.
Chicago

THE BUTTERICK TRIO.

THE Delineator - THE Designer - NEW IDEA WOMAN'S MAGAZINE.
BUTTERICK BUILDING, NEW YORK.

W. H. Black, Manager of Advertising

Modern space buying, like modern warship armament, has come to *big* things and fewer of them. Small things and plenty of them have passed away.

One twelve-inch rifle on a United States battleship could have sunk at ease the whole fleet of Commodore Perry, back in 1812—a fleet with hundreds of small guns of weak caliber.

It is modern concentration of power that makes nations strong. It is modern concentration of power that makes business strong.

When you scatter your advertising you subdivide the projectile force—and your shots fall short.

The Butterick Trio is the largest and most concentrated single power for business in the world.

Its projectile force sends your consumer-message instantly, effectively and completely over the country, reaching and influencing 10,000,000 consumers, who buy necessities and luxuries from practically every good retailer in the United States—not a particular *class* of retailers but all *classes*—

While small and scattering circulation strikes (through duplication) many marks twice, and still more, not at all—

Our advertised successes have proved themselves.

Is *your* advertising *concentrated* and *covering* and *effective*—or are you buying circulation here, there and everywhere at a positive and dangerous loss of efficiency?

What have you to sell to the woman and that which she represents—the home? How many classes of dealers could and should be carrying your stock? How many classes of dealers are carrying your stock? And why can't you connect with all of them? Is a big list of "small circulation" magazines failing?

Write me a letter and answer these questions.

W. H. Black
Manager of Advertising

1,600,000 FAMILIES 10,000,000 PROSPEROUS READERS

DELINEATOR

DESIGNER

NEW IDEA WOMAN'S MAGAZINE

THE
BUTTERICK TRIO

WANT AD MEDIUMS

There are about fifty papers in the United States and Canada which advertise regularly in the Want-Ad Department of *Printers' Ink*. The belief is very general, among those who know, that a large volume of Want Business is a popular vote for the newspaper in which it appears. These fifty papers are anxious to proclaim to the out-of-town advertisers that they are leaders in the classified field. They regard *Printers' Ink* as the best medium for the purpose. That their belief is well founded is strikingly illustrated by the fact that most of them have been represented in the Want-Ad Department *ever since it was started*—nearly three years ago.

Mr. Publisher, if you have the Want-Ad business of your town, or a fair share of it, your paper ought to be added to the fifty. If you have *not* the Classified business, don't ask for a position in this Department.

The cost of service is \$20.80 for a two-line announcement for one year. Each additional line costs twenty cents per insertion.

PRINTERS' INK 10 SPRUCE ST.
NEW YORK

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1893.

VOL. LX.

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KEEPING STOCKS LOW.

NOW THIS ESSENTIAL OF SUCCESSFUL RETAIL STORE MANAGEMENT IS ACCOMPLISHED THROUGH THE CO-OPERATION OF THE MERCHANDISING AND ADVERTISING DEPARTMENTS—BY ITS CLOSE OBSERVATION THE SMALLER STORE IS ABLE TO COMPETE EFFECTIVELY WITH ITS LARGEST RIVALS.

I.

One of the most difficult situations in the retail textile field is that of the merchant in small suburban towns. His is the task not only to check the encroachments of the large catalogue houses but also the inroads upon his own local trade of the great department stores in adjacent cities, with their elaborate free delivery systems, refunding of car fares, enormous stocks and far greater facilities for pleasing customers.

This applies with equal force to the small merchant in the larger cities, for far more difficult than the problem of striving to do business successfully in a small town is the greater task of meeting the keen competition of the large houses in the big city. High rentals either keep the comparatively small merchant in a big city out of the principal shopping districts or limit him to restricted selling spaces in those districts, while prohibitive advertising rates make it impossible for him to use the newspaper columns to announce his wares in at all a fair proportion to his competitors. Again, the contracts or arrangements of the larger stores in his city with principal manufacturers, importers, and jobbers often cut him off entirely from most advantageous or desirable

sources of merchandise. Added to these, his credit is often limited, and where his large competitors deal directly with the producers, either foreign or domestic, thus securing valuable trade advantages, such as marked price concessions, monopolies of certain lines of goods, quick deliveries, etc., he must buy his small lots from jobbers, whose ten or more per cent profit is naturally reflected in his own retail prices.

The firm of A. I. Namm, in Brooklyn, well known, though comparatively small, finds itself, in a certain restricted sense, somewhat in the position of the small retailer in a large city. Yet, within a few years, this house has gradually developed until it has become a factor of no small controlling influence in the retail circles of Brooklyn. Which would seem to indicate that the small merchant is not entirely without advantages peculiar to his condition.

Conditions in Brooklyn are somewhat peculiar and need some brief exposition in order that the present article may be more fully understood. In the first place, there are only two principal shopping centers, one lying along Fulton street and the other in the Eastern District, several miles distant. In the Fulton street center, there are four large department stores, two of which rank among the foremost retail establishments in the country. In the Eastern District, there is one especially large department store, with a total selling space of some 300,000 square feet, and several other very fair sized stores. The problem of the advertisers in these two sections is, therefore, obviously, first, to keep the

Brooklyn people from going over the bridges into New York, and, secondly, to draw them to their respective districts.

The department store of A. I. Namm, referred to above and whose advertising and merchandising system we are to consider in this article, is situated in the heart of the Fulton street district. It has at present a frontage on Fulton street of only 22½ feet, but with a total floor space of 100,000 square feet. The main building, about 100 feet wide and a block in length, extends right and left parallel with Fulton street and in the rear of the other stores which face on that street. The main building has its only connection with Fulton street through a narrow 22½ foot arcade.

This rather peculiar arrangement would seem to add considerably to the already great difficulties of the store in competing successfully with its large neighbors. At least, in the absence of any adequate show window facilities it would seem to make an extensive advertising campaign a leading feature of the store's business activities. Yet, for somewhat over a year back, the advertising of this house has been steadily decreasing, certain papers have been discontinued entirely and the spaces in others cut down to a marked degree. In the face of this, many improvements have been made in the store, additional property has been bought up on Fulton street and a large addition has already been made to the rear of the main building. Such plain signs of prosperity, coupled with what seemed a remarkable neglect of what should naturally constitute the store's main source of business—newspaper advertising—pointed unmistakably to some internal policy which was indeed very effective.

For the purpose of learning something about this peculiar policy, the writer called upon the advertising manager and found him very willing to go into the subject at length. He began by stating that the keynote of the store's entire success has been its

ability to keep stocks low and always moving, and then dilated upon their methods of accomplishing this end.

"In spite of the fact that this store must depend for the volume of its business upon advertising," he explained, "I was not long in Brooklyn before I arrived at the conclusion that we were spending too much money in this direction. Searching investigations of newspaper and other advertising conditions in Brooklyn had been the source of much surprise to me. In the light of what I had learned, I made radical changes in the style and placing of our copy. In the Brooklyn papers, for example, we cut down by about fifty per cent the amount of space we had been giving to what has been considered Brooklyn's leading family paper, at the same time taking out considerable space in another Brooklyn paper. In the New York papers, by far the greater part of our copy was given to two newspapers, one a morning and the other an evening publication, whose larger circulation and somewhat "yellow" journalistic tendencies brought it into the hands of the trade we are desirous of attracting."

"Would you prefer, then, a large ad in a paper of wide circulation to the same ad split up and divided among a number of other papers approximating the same circulation?"

"The same question has often occurred to me. I have gone over it with other advertisers and find that opinion is pretty well divided on the subject. Personally, I incline toward the large ad in the single medium. For example, take the case of a town which has one paper with a circulation of 30,000 and two papers whose combined circulation averages 30,000. Your house has thirty departments to advertise, and you are faced with the necessity of choosing between the one paper of 30,000 on one hand and on the other the two papers whose combined circulations average 30,000. We will assume the cost to be equal, though in practice it is not so, the two half pages in the two papers generally

(Continued on page 6.)



If one person in every twenty-five throughout the nation should be told, about ten o'clock in the morning, that President Roosevelt had resigned, how long do you suppose it would take the other twenty-four to find out? Before the sun went down, it is safe to say.

THE SATURDAY EVENING POST will carry any proper message you may wish to send to one out of every twenty-five people in this country.

The rapidity with which your message will spread depends upon the interest of your announcement and the degree to which your goods confirm it.

THE CURTIS PUBLISHING COMPANY
PHILADELPHIA

NEW YORK

BOSTON

CHICAGO

BUFFALO

costing considerably more than the full page in the one paper. Should you choose to advertise your thirty departments in the full page ad, each department would have representation before 30,000 readers; but if you preferred to devote a half page in one paper to fifteen departments and a half page in another paper to the other fifteen departments, then each department would have representation before only 15,000 readers. In other words, you would have exactly halved your efforts. Aside from any consideration of expense or duplication of circulation, big copy in a widely circulated and consequently influential medium is more economical and, I think, more effective advertising than small copy scattered through a number of papers of small circulation.

"These radical changes which I have outlined were made with a sole eye to the needs of our business and were based upon conditions and actual figures which I personally investigated to my entire satisfaction. They naturally caused at first no little dissatisfaction among the buyers, who strenuously objected to so broad a departure from established theories and standards. But the ends justified the means. Notwithstanding a decrease in our advertising appropriation for one year of about \$20,000, the business has shown an increase of over seventeen per cent. During the coming year, there will probably be a still further decrease, and we look for a proportionate increase in business."

"Do you mean to say that the less advertising you do, the greater will be the volume of your business?"

"I do not state that as an axiom. It is entirely dependent upon conditions. Here in Brooklyn we have a very peculiar situation. Within a few blocks on each side of us there are several very large department stores. They all advertise very liberally. They must do so to bring the people into the Fulton street shopping district, and of the crowds they do bring out we always get our share—in fact, as

much so as though we advertised as fully as the biggest house in the city; for when a woman is out on a shopping tour she will not be content with visiting merely the store whose particular advertisement may have brought her out, but will generally, before buying, make a round of all the stores in the vicinity to compare prices and goods and so assure herself that she is getting the best value for her money.

"Thus it is that the more money our competitors spend on advertising and the larger the crowds that respond to this advertising, the less advertising we ourselves actually have to do. For instance, last year instead of increasing our advertising during the holidays, as our neighbors did, we cut it exactly in half. This year we followed very much the same plan. At the same time we prepared very carefully what copy we did give out, giving space only to those lines which afforded a good percentage of profit. The interior of the store was kept bright and attractively trimmed and everything possible was done to make shopping easy and pleasant. In this way we believe we more than offset any disadvantage possibly accruing from our curtailed advertising."

ALPHONSUS P. HAIRE.

[NOTE.—The remainder of the interview will appear in next week's issue of PRINTERS' INK.]

EVERYTHING GOT IN.

The old reporter gazed raptly into the infinite abyss of heaven, where innumerable worlds swung in their appointed orbits.

"Wonderful," he murmured. "You have a poetic soul," said the fair maiden at his side. "Of what do you think when you gaze at the myriad of celestial lights?"

"The miracle," he answered, "that not a single one of 'em is crowded out by lack of space."

He sighed profoundly.—*Cleveland Leader.*

AN EDITOR'S POLITE HINT.

"Mr. Editor," said a patron one day to the man of types, "how is it you never call on me to pay for your paper?" "Oh, we never ask a gentleman for money," "Indeed!" the patron replied. "How do you manage to get along when they don't pay?" "Wh—" said Mr. Editor, "after a certain time we conclude he is not a gentleman and we ask him."

A NATIONAL TRADEMARK.

THE DIFFICULTY OF THE NATIONAL LEAD COMPANY, AND HOW IT WAS SOLVED BY A LITTLE DUTCH BOY.

The Dutch Painter Boy was born in February, 1907, is a strong, healthy youngster and is rapidly making friends. He is the offspring of the National Lead Company, with offices in New York City, and his open, honest countenance is a strong indication that the company's product—white lead made by the old Dutch process—is all that they claim it to be.

The National Lead Company is a consolidation of a dozen or more minor concerns, in different parts of the country, who under their own trademarks marketed white lead; each concern having a good local reputation in its own particular territory.

A PRINTERS' INK reporter recently called at the offices of the company and learned from O. C. Harn, advertising manager, of the Dutch Boy's birth and the subsequent interesting advertising campaign.

"One of the most difficult problems," said Mr. Harn, "which confronted us was the establishment of a national trademark. For years 'Atlantic' white lead has been known and used in this part of the country, in the West another brand was solid with the trade, and so on all through the country; each district having a certain brand it knew and used to the exclusion of all others. Now to do away with all these well known trademarks and substitute something entirely new would be rather difficult; we still sell white lead under the old names of 'Atlantic,' 'Red Seal,' 'Anchor,' etc.,—names which have become known through merit and which are extremely valuable as a business asset. Each of our factories—we have a large number throughout the country—places its own brand on the head of each keg and in addition we place a uniform identification tag,—the Dutch Painter Boy—on every package of our goods.

"Before the birth of the Boy the advertising of our several distinct brands of white lead took up considerable valuable space in magazines and newspapers, space which could be utilized for other purposes: now, with our national trademark, we can simply call the buyer's attention to the Dutch Boy on every keg, the only protection he needs in order to feel sure that he is getting what he wants—pure white lead—whether he buys 'Atlantic' or any one of our dozen different brands.

"We are now using twenty-two leading magazines, about fifty agricultural papers and several hundred newspapers in the smaller cities and country towns. Most of our missionary work is done in the smaller districts, among the farmers and villagers, who sometimes think the easiest way best—that is, using ready mixed paints. We contend, as do professional painters, that the best results can only be obtained by buying the ingredients and mixing the paint. The basis of good paint is pure white lead and pure linseed oil: the coloring is a matter of individual taste. Everyone knows what paint is, that is the mixed product, but all do not know the ingredients which go to make up the finished product. With our magazine and newspaper advertising and the various literature we are sending out, we are educating the layman to know that there is only one way to get good results in painting. He is rapidly learning this."

"Are you trying to teach the average man to become his own painter?"

"No, that is not our idea at all. We believe the practical painter should do that. Two things are necessary to produce a good job of painting—a good painter and good materials. One is useless without the other. Through our advertising we are teaching the public just what the painter wants them to know; no good painter wants to use inferior materials; it hurts his business. We are influencing the property owner to either buy himself or specify in his contract a standard grade of white lead for the paint-

er to use. Even with the best of materials the painter is necessary. As the average person cannot mix paint properly, this is an important part of the painter's business."

"What methods do you use to

covering the field generally and end up by saying something about ourselves and our product. We also send out a picture postal card, to different lists of people who should be interested in paints and painting, showing one

"Paint" is an elastic word—it covers many different things

Suppose there were no such word as "paint"—no general term for all the preparations now classified as "paint."

Suppose that every can, keg and pail, instead of being labeled "So-and-so's Paint," had to be marked barytes, gypsum, silica, whiting or white lead, according to the actual contents, wouldn't there be more of Pure White Lead and less of the substitutes sold?

It is so easy to persuade one that "paint is paint"—that all paint is about the same thing. It isn't. There's a wide difference in paint. The Dutch Boy trade mark shown below, found on a keg, is an absolute guarantee of Pure White Lead made by the Old Dutch Process—the standard paint material.

So many names and brands are mere identification marks—they don't guarantee *what is in the paint*. If you want to buy Pure White Lead and if a dealer wants to sell Pure White Lead, this trade mark makes it safe and sure.

We Have Published a Book

It is handsomely printed, and illustrated by the celebrated artist, Henry Hutt. It is full of practical suggestions and helps to the intelligent use of paint. We will gladly mail a *de luxe* copy to anyone interested in paint—a postal card request will answer.

NATIONAL LEAD COMPANY

in whichever of the following cities is nearest you:

New York, Boston, Buffalo, Cleveland, Cincinnati, Chicago, St. Louis, Philadelphia (John T. Lewis & Bros. Co.) Pittsburgh (National Lead & Oil Co.).



All our white lead packed in 1907 bears this trade mark.



Using Pure White Lead does not necessarily mean painting white, as white lead may be colored as desired.

advertise your product other than newspaper and magazine space?"

"Well, we have a follow up system. We send out a booklet telling in plain language what paint is, its uses, cost, and in fact

of our color schemes, and in this regard we are perhaps different from some of our competitors, inasmuch as we show exactly how a house will look after being painted with a paint in which

our product is used, and by a good painter. Our picture of a house is artistic and natural. One side of the house, in shadow, has a grayish tinge unlike the clear white of the portion exposed to a bright light; it looks like a house, not merely like a picture. Then we have a form letter which is sent out when a request for a booklet is received. This letter invites the reader to send to us for advice in selecting color schemes, etc., for each individual house, and give us the style, location, condition of wood, and all particulars regarding their house and its surroundings. If this letter is not answered another is sent calling attention to the fact that it is unwise to postpone a painting job, as a house deteriorates rapidly when not kept well painted, and suggesting the sending of our book of specifications.

"This booklet is well gotten up and shows several color schemes for different styles of houses. The color plates are large enough to give a good idea of what they are, and are genuine paint, not printing inks, and the pictures of the houses give a clear idea of how each house will look after painting. We have a great many letters from persons asking our advice as to what colors they should use and our opinion generally in matters of painting. To such letters we always make a personal reply and give them the best advice within our power."

"Do you use the daily papers in the larger cities?"

"Not to any great extent. Our product is so well known in the larger cities that we believe our best efforts can be made in the smaller communities. Most of our advertising has been directed to the attention of the consumer, that is, the man who owns property, and has to use paint and the services of a painter. We are telling him to become acquainted with the Dutch Painter Boy, no matter what other brand is on the white lead package, and it is remarkable how quickly the buying public looks for a well advertised trademark. We had only been using the Boy about two months when dealers wrote

in saying that our product which had been sold them previously to the Boy's appearance, and simply bearing the old trade name, was harder to sell than new stock. As a matter of fact, white lead improves with age, but they wanted the BOY.

"We are using some of the trade papers in talking to architects, dealers and painters but we know that just as soon as we get the average man to insist on our white lead and turn down substitutes, when they are offered to him, our road will be easy, so we are after that man, talking to him as a friend and adviser and not as a soulless corporation."

F. J. BENJAMIN.

The Exception to the Rule.

July is usually dull. Yet the circulation of THE CHICAGO RECORD-HERALD during July, 1907,

Daily exceeded 152,420
Sunday exceeded 220,131

a gain of more than 12,000 on the daily and of more than 22,000 on the Sunday over July, 1906.

THE
Chicago Record-Herald

Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN,

NEB.

Prints nothing but original matter and brings an abundance of articles and items of special interest to German-Americans, which accounts for the immense popularity of the paper in the German settlements everywhere.

THE "AMERICAN MEDICAL
ASSOCIATION JOURNAL"
AND ITS EDITOR.

In this day of startling circulation increases when a magazine which but yesterday numbered a trifle of fifty thousand readers, to-day enters ten times as many homes and counts its readers by the million, it will not be without interest to the constituency of PRINTERS' INK to learn something of the condition of affairs in the world medical as exemplified by the growth of the American Medical Association and of its journal.

The American Medical Association, or the A. M. A. as the little association buttons read, held its annual meeting last month at Atlantic City—the most largely attended meeting in its history. Delegates representing upwards of thirty thousand members sat in executive session in the House of Delegates and listened to the report of the secretary-editor, Dr. Geo. H. Simmons, in which he said that the *Journal* was now going to over fifty thousand doctors, or to about one-third of the total number of physicians of the entire country.

When it is understood that the *Journal of the American Medical Association* costs its subscribers \$5 per year, it will be seen that the income derived from the subscription list alone is no small item. When, in addition, we consider that it carries an average of some forty-five pages of advertising, at an average cost of something over \$3,000 per page, per annum, it makes one "sit up and take notice." And this is exactly what a good many men are doing—taking notice, thinking it over and then taking some more notice and then—expressing themselves in various ways.

Some of these men "who are taking notice," noticed one thing particularly at this meeting of the American Medical Association, and—that was that there was no medical journal represented in the exhibit hall except the *Jour-*

nal of the American Medical Association. This fact was commented on very freely, and the reasons, therefore, discussed with more or less feeling, according as the parties speaking were or were not interested in a medical journal that had been excluded, or that had not sought admission to the hall because of knowing that it would not be admitted.

It is sufficient to say that the reason for the non-admission of medical papers, other than the organ of the association itself, was the fact that probably every medical journal published in this country accepts advertisements that would not be accepted by the editor of the *Journal of the American Medical Association*, for example, advertisements of drug preparations that have not passed the Council of Pharmacy and Chemistry of the American Medical Association.

Now, to every one interested in the advertising of drug specialties in medical journals the above state of things is very interesting indeed. When we stop to consider that such great and well-established medical journals as the *New York Medical Journal* and the *Medical Record*, or one as widely read as the *American Journal of Clinical Medicine*, to say nothing of a host of other splendidly edited and well ordered publications, could not have been admitted to the exhibit hall of the American Medical Association, we may well begin to wonder what power has established rules so strong as to forbid them enter.

There is no doubt that "the power" behind those rules is essentially Dr. Geo. H. Simmons, now for the eighth time elected to the office of secretary-editor and general manager of the American Medical Association. Dr. Simmons says that he is simply the servant of the association, that he merely carries out what the association demands. Others say that this is true but that the association demands what Dr. Simmons wishes. In other words we have here an

example of what doctors call a "vicious circle."

When Dr. Simmons became the editor in 1899 the total number of subscribers was but a little over twelve thousand. This great increase in circulation is due to several factors: One, and not the least important, is the fact that W. C. Braun has, during all these years, been putting in hard knocks as circulation manager. Skillful management of this department has covered the country with solicitors who everlastingly boost the journal circulation. Such methods have brought in subscribers very rapidly, which fact has meant the rapid influx of money. Braun has been advertising manager as well and as such helped greatly the treasury of the paper. With the money thus brought in the editor has constantly improved the *Journal*; with an improved journal the circulation department got more subscribers, hence more money, until another one of those "circles" has been established, although this can hardly be called a "vicious" circle.

The growth of the *Journal of the American Medical Association* has been indissolubly connected with the growth of the American Medical Association itself, and would, doubtless, not have been possible if the subscription canvassers had gone out in the name of the journal alone. In its turn the growth of the association has been due to the fact that the medical profession of America has been responding to a rallying cry, sounded vigorously and skilfully by those interested most heartily in the association and its welfare. That rallying cry was "Down with the proprietary medicine evil." The editor of the *Journal* took up the task of endeavoring to rid the profession of the evils attendant upon the use of proprietary medicines by the doctors themselves, and loudly called upon the profession to join the association in helping on this laudable object. The result has been as we have seen, a tremendous increase in both the mem-

bership of the association and a boom in *Journal* circulation, so great as to almost embarrass the home office.

Dr. Simmons is both a well-loved and a well-hated man, as may be supposed from what we have said above. He is considered by his co-executive heads of the American Medical Association as a man of very remarkable ability as an executive. He is considered by the majority of the medical profession in America as the strongest man politically in the American medical world. If the American Medical Association should be rightly called a machine, it is the strongest machine ever built by medical men, and Dr. Simmons is its builder.

E. S. BARKER.

HOW TO DODGE PUBLICITY.

Five great railroads have been in deep tribulation. They own a terminal station in Chicago and propose to rebuild it. Lawyers discovered in the title a little flaw, purely technical. To cure the little flaw, a little bill was introduced into the legislature.

The bill seems to have been an entirely worthy one. But the great railroads wished to keep their predicament secret. They put gum shoes on the bill, laid their fingers on their lips and held their breath. Of course, the newspapers presently discovered the mysterious, shrinking little stranger, and pounced upon it with a yell that echoed far up the shores of Lake Michigan and 'way down in Mississippi. Then the railroads spent a busy week eagerly and copiously explaining all about the little bill in columns of type.

If, before introducing the bill, the railroads had sent to the newspapers a neatly typewritten statement of its purpose, about a hundred words long, probably most of the papers would have thrown the statement into the waste-basket and the bill would have gone through with a couple of lines of perfunctory notice.

Occasionally some misguided citizen takes great pains to keep his marriage or divorce out of print, and usually has the felicity to see himself exploited on the front page a little later as the chief sensation of the day.

If you wish to escape publicity, don't try to dodge the editor. Write him a letter all about it, and he will ignore you.—*Saturday Evening Post*.

I want to hear from a Medicine House that needs a man who can write medical copy, booklets, etc., which will regain and retain public confidence and stimulate the sale of goods. \$5,000 a year to start. Address "R. X., Printers' Ink."

SUNDRY NOTES FROM ENGLAND.

The disconnected notes given below are sent PRINTERS' INK from London by Mr. George P. Rowell. Accompanied by his wife Mr. Rowell spent the greater part of June and July in Great Britain, thence leaving for the Continent.

The weekly paper, which in America has constantly diminished in importance of late years, seems here to have nearly as strong a hold as ever; but there are symptoms that their prosperity is not now advancing.

To compare the London *Times* to the Boston *Transcript* seems ridiculous, but still there are strong points of similarity. The *Transcript* prints about one-sixth as many copies as the *Globe* of the same city, charges fully two-thirds as much for its advertising space and actually carries more advertising. A comparison of the *Times* with the other London papers will reveal a similar condition, and the advertisers in the *Times*, as well as those in the *Transcript*, seem as content as do the patrons of any other paper whatever. They all have the satisfaction of knowing that no one gets better terms: that every patron of the advertising columns stands on a dead level.

As one travels over the country he cannot fail to conclude that the appearance of the railway stations would much impress Messrs. Ward & Gow, who control the advertising privileges in the New York subway. Birmingham and Bradford are towns of importance but their names are less conspicuous at the stations than that of Bovril, which is not a town but a stock for a beef tea, and Oxo stands out far more prominently at the seat of English learning than the modest Oxford, which can be discovered only by vigilant search. The number of the different advertisements is legion, and they are put up with an appearance of being intended to last until judgment day. Signs seen from car windows set up in fields are not so numerous as in America, but a good portion of those to be seen advertise American products.

When one reads an announcement of "Bile Beans for Biliousness" it certainly suggests a remedy of American origin.

We of the United States, as an offshoot of English civilization, are supposed to be to some extent a copy of the mother country; but the fact is we never did copy very much from England. Our form of government and our currency have been more patterned after Holland, our ways of living are more like those of the French. It is my conclusion that during the last half century England has been more influenced by the

United States than the United States has been by England. But after all what a great country is this, the mother country! Here an island, very much smaller than some of our States, rules the oceans of the world, has colonies and settlements in every clime, in every land; is the leader everywhere; and leads only in the direction of progress, of good morals, of high purposes.

As compared to America this is a God-fearing and Sabbath-keeping nation. In Edinburgh a man from out of town may not get a meal at a hotel or buy a drink anywhere: the baker supplies no rolls, the milk man serves no milk.

The newspaper distribution here is not carried on at all as it is with us. A news-stand in a hotel seems an unusual thing; so, too, are newsboys on the streets except in a few of the largest cities. Evidently the English are a reading people but not to the same extent as in America. It is something for them to be thankful for that our mammoth Sunday papers, with colors and pictures by the pound, have not yet reached them. I predict, however, that the day of such papers will yet come, and sorry should I be to see it.

I remember seeing but one boasting newspaper advertisement put forth on a poster; it read: "Glasgow Herald. Largest and Leading Advertising Medium outside of London." The name of the *Scottsman* of Edinburgh, and the *Guardian* of Manchester, get themselves impressed on my mind; but I should think the former far behind the Glasgow paper in point of distribution. The Manchester paper seems to me to have a standing something like that of our Brooklyn *Eagle*. Probably it has little conception of the huge compliment paid to it in this comparison.

There is a much more marked difference in the speech of the people of the different sections of Great Britain than there is between those of New York and London.

No American can fail to be impressed with the uniform civility in the intercourse of the people toward each other, and especially toward strangers.

In Scotland corrugated galvanized iron is displacing thatch on the roofs of the dwellings of the poorer people throughout the Highlands. It is less picturesque doubtless, but cheaper and probably makes a tighter though hardly a warmer roof.

At the leading hotel at the English lake region the American and British flags occupy the same staff on alternate days. Fully half the guests are from America; and they contract bills more liberally, pay with less grumbling, and are more free with tips to those who serve them.

Some Americans get the impression

that there is a feeling of dislike toward them on the part of English people. If there is any foundation at all for this assertion there certainly is no more than would be found among the people of Tacoma for those of Seattle, or than used to exist between St. Paul and Minneapolis. As a fact the English regard the Americans as an offshoot of their own country, and as such are proud of the prominence and consequence they have attained.

Many things have conspired to make me glad for the past two months on British soil. I have missed my ulster, packed away from moths; but winter underclothing and two overcoats—the outer one water proof—together with the thickest undergarments intended for zero weather in America have served to make me comfortable; and the good fare, civil treatment, and reasonable charges of the hotels cause one to be daily conscious that we at home have something to learn. I have heard the note of the mavis, seen the lark, so high up that in his fluttering flight he looked like a bee, and—let me not fail to mention the Robin, the redbreast of our early literature, as prim as a nun, as social as our own more stalwart thrush, and smaller and even more familiar than the ever present sparrow.

In English literature that has become famous from lapse of time and wide appreciation the American reader sees nothing that seems strange or unusual. Thackeray's English appears as natural as Irving's, Tennyson's as Longfellow's or Lowell's; but in the lingo of the daily press and in the account of parliamentary proceedings there is much use of words and phrases that are not wholly intelligible to us at a first reading.

ANOTHER CAUSE OF POSTAL DEFICIT.

If Congress wishes to increase the revenues of the Postoffice Department and cut off some of the expenses which materially assist in producing a yearly deficit, it will not be necessary to attack the newspapers and increase the cost of the people's reading matter. They can find a splendid opportunity for retrenchment right at home. This opportunity is presented in the matter of Government franks. The House Committee of Post Offices and Post Roads estimates that yearly five million dollars' worth of mail matter is carried free for the Government, and two much larger part of this is carried for members of Congress. A fertile field for economy is here presented, and if Congress will avail itself of it and go vigorously to work cutting off and out a large part of the stuff, of no value to anybody on the top of the earth or under it, which is carried through the mails free, that body will not find it necessary to undertake to impose onerous and oppressive restrictions upon newspaper publishers to swell the revenues of the Postoffice Department. The franking privilege is as much if not more abused than any other of the preroga-



Printing, like beauty, may be all on the surface, but there's a vast difference in the way the ink looks when applied.

Our imprint means no peculiar genius in the application, merely experience and paintaking work. Sometimes they accomplish what genius cannot.

American Bank Note Company

86 Trinity Place, New York

tives of Congressmen and with as little advantage to the people of the country. The idea was originally introduced from England, in imitation of the members of Parliament, who receive no salary for their services. If it is necessary to curtail the rights of the newspaper men to provide against the deficit, the general public would be more benefited by a curtailment of the abused franking system.—*Altoona, Pa., Mirror.*

TAKING IT IN EARNEST.

The publication of another edition of "Toby Tyler; or, Ten Weeks With a Circus," brings to mind a curious bit of history connected with the first appearance of this story, over a quarter of a century ago.

Before being put into book form it ran serially in one of the Harper juvenile publications and aroused such keen interest that, after the appearance of the number in which was described the throwing away of Toby's money by the mischievous monkey, quite a number of children, who had come to look upon Toby as a very real boy indeed, sent money to the office of Harper & Brothers, with the eager request that it be sent to Toby Tyler to comfort him in his loss!

Not often does any writer, whether for the old or the young, achieve such a triumph of realism; and it is that charm of natural realism which has made the book a steady seller ever since its publication.

A Roll of Honor

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1906 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1906 Directory, but have since supplied a detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1907 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an asterisk.

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.



The full meaning of the Star Guarantee is set forth in Rowell's American Newspaper Directory in the catalogue description of each publication possessing it. No publisher who has any doubt that the absolute accuracy of his circulation statement would stand out bright and clear after the most searching investigation would ever for a moment consider the thought of securing and using the Guarantee Star.

ALABAMA.

Birmingham. Ledger, dy. Average for 1906, \$2,419. Best advertising medium in Alabama.

ARIZONA.

Phoenix. Republican. Daily aver. 1906, 6,478. Leonard & Lewis, N. Y. Reps., Tribune Bldg.

ARKANSAS.

Fort Smith. Times. Evening (except Sat.) and Sunday morning. Daily average 1906, 4,328.

CALIFORNIA.



Oakland. Herald. Average 1906, 19,667; July 1907, 28,189. Only California daily circulation guaranteed by Rowell's Directory.

San Francisco. Sunset Magazine, monthly; literary; 192 to 224 pages, ix8. Average circulation seven months ending July, 1907, 91,428. Home Offices, Flood Building.

COLORADO.

Denver. Post. The trail of the mighty dollar leads from the West, start it your way with a Wantad in the Post. Cir. dy. 59,674, Sy. 84,411. The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



CONNECTICUT.

Bridgeport. Evening Post. Sworn dy. av. '06, 11,268.



Bridgeport. Morning Telegram, daily. Average for July, 1907, sworn 11,195. You can cover Bridgeport by using Telegram only. Rate, 1½¢. per line, flat.

Meriden. Journal, evening. Actual average for 1906, 7,580. First four months 1907, 7,754.

Meriden. Morning Record and Republican. Daily average for 1906, 7,575; 1906, 7,672.

New Haven. Evening Register, dy. Annual sworn aver. for 1906, 14,681; Sunday, 11,662.

New Haven. Palladium, dy. Aver. 1906, 8,636; 1906, 9,549. E. Katz, Special Agent, N. Y.

New Haven. Union. Average 1906, 16,481. First 3 mos., '07, 16,582. E. Katz, Sp. Agt., N. Y.

New London. Day, ev'g. Aver. 1906, 6,104; aver. for July 6,874. E. Katz, Sp. Agent, N. Y.

Norwalk. Evening Hour. Daily average guaranteed to exceed 3,200. Sworn circulation statement furnished.

Norwich. Bulletin, morning. Average for 1906, 5,920; 1906, 6,559; June, 1907, 7,259.

Waterbury. Republican, dy. Aver. for 1906, 5,648; 1906, 5,957. La Coste & Maxwell.

DISTRICT OF COLUMBIA.

Washington. Evening Star, daily and Sunday. Daily average for 1906, 55,577. (C@).

FLORIDA.

Jacksonville. Metropolis, dy. Average 1906, 9,452. Mar. '07, 10,000. E. Katz, Sp. Agt., N. Y.

IDAHO.

Boise. Evening Capital News, d'y. Aver. 1906, 4,808; average, July, 1907, 6,188.

ILLINOIS.

Aurora. Daily Beacon. Daily average for 1906, 4,580; 1906, 6,454.

Calro. Citizen. Daily average 1st 6 months, 1907, 1,585.

Champaign. News. Guaranteed larger circulation than all other papers published in the twin cities (Champaign and Urbana) combined.

Chicago. Bakers' Helper, monthly (\$1.00). Bakers' Helper Co. Average for 1906, 4,017. (C@).

Chicago. Breeders' Gazette, wy. \$2.00. Aver. circulation for year 1906, 70,000.

Chicago. Dental Review, monthly. Actual average for 1906, 5,705; for 1906, 4,001.

Chicago. Examiner. Average for 1906, 649,846 Sunday, 175,000 Daily.

Guarantees larger circulation in city of Chicago than any two other morning papers combined. Has certificate from Association of American Advertisers.

Circulation for Sunday, 717,681. February, 1907; Daily, 192,271. Absolute correctness of latest circulation rating accorded the Chicago Examiner is guaranteed by the publishers of Rowell's Newspaper Directory.

Chicago. Journal Amer. Med. Ass'n. weekly. Average six mos., Jan. to July, 1907, 51,210.



How the Advertiser Regards Memphis.

ADVERTISING COMPARISON.

In 1906 the *Commercial Appeal* printed 481,717 inches of advertising, a gain of 14% over 1905. The other Memphis newspaper printed 254,768 inches of advertising, a loss of 7% over 1905.

The *Commercial Appeal's* excess over the other paper in advertising volume, for 1906, was 84%.

The *Commercial Appeal's* local advertising alone was **more** than the **combined** local, foreign and classified advertising of the other Memphis newspaper, the excess being represented in both week-day and Sunday editions.

The local advertiser knows,

SMITH & THOMPSON,

FOREIGN ADVERTISING REPRESENTATIVES,

Brunswick Bldg., Tribune Bldg.,
New York City. Chicago.

¶ The Buffalo **EVENING NEWS** the first six months of 1907 carried 8,786 columns of display advertising and 2,688 columns of classified advertising, a total of 11,474 columns, or 3,453,674 agate lines.

¶ This is more than any other two Buffalo daily newspapers combined.

¶ Average circulation same period, 96,047 daily—double that of any other two combined.

SMITH & THOMPSON,

Foreign Advertising Representatives,
Brunswick Building, Tribune Building,
New York. Chicago.

What Four Syracuse Druggists Say About The JOURNAL:

"There is no better medium in Syracuse than **THE JOURNAL**."
WESTON & COOK.

"The Syracuse **JOURNAL** is our first choice as an advertising medium."
QUIGLEY BROS.

"Advertisers get good results from the Syracuse **JOURNAL**."
C. W. SNOW & Co.

"Do not hesitate to use the Syracuse **JOURNAL**."
H. D. DWIGHT & Co.

THE JOURNAL—The Local Paper of Syracuse and environs—22,000 Daily Circulation.

SMITH & THOMPSON,

Foreign Advertising Representatives,
Brunswick Building, New York.
Tribune Building, Chicago.

THE NEW ORLEANS ITEM

is the first New Orleans newspaper for the following reasons:

The **ITEM** carries more local advertising than any New Orleans newspaper. The **ITEM** carries more foreign advertising than any New Orleans newspaper.

The **ITEM's** total circulation is larger than any New Orleans newspaper by many thousands. The **ITEM's** city circulation is larger than any two newspapers combined.


Circulation proven by Association of American Advertisers.

The lead in advertising and circulation, with its character and influence, justly makes the **ITEM** New Orleans' first newspaper.

SMITH & THOMPSON,

Foreign Advertising Representatives,
Brunswick Building, Tribune Building,
New York. Chicago.

Chicago, Record-Herald. Average 1906, daily 141,748; Sunday 211,611. Average July, 1907, exceeding daily 152,420; Sunday 220,181.

 The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

Chicago, The Tribune has the largest two-cent circulation in the world, and the largest circulation of any morning newspaper in Chicago. The TRIBUNE is the only Chicago newspaper receiving (©).

Joliet, Herald evening and Sunday morning. Average for year ending April 30, 1907, 7,871.

Peoria, Evening Star. Circulation guaranteed more than 21,000.

INDIANA.


Evansville, Journal-News. Ar. for 1906, 16.-\$99. Sundays over 18,000. E. Katz, S. A., N. Y.

Indianapolis, Up-to-Date Farming. 1906 av., 174,581. Now 200,000 4 times a mo. 75c. a line.

Notre Dame, The Ave Maria. Catholic weekly. Actual net average for 1906, 24,612.

Princeton, Clarion-News, daily and weekly. Daily average 1906, 1,501; weekly, 2,548.

Richmond, The Evening Item, daily. Sworn average net paid circulation for five months ending May 31, 1907, 5,316. A circulation of over 5,000 guaranteed in all 1907 contracts. The item goes into 80 per cent of the Richmond homes. No street sales.

 The absolute correctness of the latest circulation rating accorded the Richmond Item is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

South Bend, Tribune. Sworn daily average, June, 1907, 9,580. Absolutely best in South Bend.

INDIAN TERRITORY.

Ardmore, Ardmoreite, daily. Average for 1906, 2,445.

Muskogee, Times Democrat. 1905, average 2,581; average 1906, 3,514. E. Katz, Agt., N. Y.

IOWA.

Burlington, Hawk-Eye, daily. Arer. 1906, 8,764. "All paid in advance."

Davenport, Times, Daily aver. May, 12,098. Circulation in City or total guaranteed greater than any other paper or no pay for space.

Des Moines, Capital, daily. Lafayette Young, publisher. Sworn average circulation for 1906, 41,751. Circulation, City and State, largest in Iowa. More advertising of all kinds in 1906 in 365 issues than any competitor in 365 issues. Rate 70 cents per inch, flat.

Des Moines, Register and Leader—daily and Sunday—carries more "Want" and local display advertising than any other Des Moines or Iowa paper. Arer. circulation at 6 mos. '07, 50,193.

Des Moines, Iowa State Register and Farmer, w'y. Arer. number copies printed, 1906, 52,128.

Sioux City, Journal. Daily average for 1st 6 months, 1907, sworn, 28,904. Morning, Sunday and Evening Editions.

Sioux City, Tribune, Evening. Net sworn av. (returns deducted) 1st 6 mos. 1907, 81,122. You can cover Sioux City thoroughly by using The Tribune only. It is subscribed for by practically every family that a newspaper can interest. Only Iowa paper that has the Guaranteed Star.

KANSAS.

Hutchinson, News, Daily 1906, 4,260. Mar., 1906, 4,650. E. Katz, Special Agent, N. Y.

Lawrence, World, evening and weekly. Copies printed, 1906, daily, 8,778; weekly, 8,081. The Lawrence DAILY WORLD has a larger circulation in Lawrence than any other paper, and has more paid subscribers on the rural routes than all other dailies combined. Average for 1907, 4,200. Only eight dailies in Kansas have a larger circulation.

KENTUCKY.

Lexington, Leader. Ar. '06., evg. 5,157. Sun. 6,795; Jan., '07, 5,556. Sy. 6,891. E. Katz, S. A.

Owensboro, Messenger. Daily aver. six mos. ending June 30, '07, 8,568; aver. June, 8,780.

MAINE.

Augusta, Comfort, mo. W. H. Gannett, pub. Actual average for 1906, 1,271.982.

Augusta, Kennebec Journal, dy. and wy. Average daily, 1906, 7,656.

Augusta, Maine Farmer, w'kly. Guaranteed 14,000. Rates low; recognized farmers' medium.

Bangor, Commercial. Average for 1906, daily 9,695; weekly 28,578.


Phillips, Maine Woods and Woodsman, weekly. J. W. Brackett Co. Average for 1906, 8,077.

Portland, Evening Express. Average for 1906, daily 12,306. Sunday Telegram, 8,041.

MARYLAND.

























Baltimore, American, dy. av. 1st 6 mos. '07, 77,052; Sun., 90,827. No return privilege.

Baltimore, News, daily. Evening News Publishing Company. Average 1906, 69,814. For July, 1907, 74,407.

 The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.

MASSACHUSETTS.

Boston, Evening Transcript (©). Boston's tea table paper. Largest amount of week day adv.



BOSTON POST

Average for March, 1907. Boston Daily Post, 240,148, increase of 6,465 over January, 1907. Boston Sunday Post, March, 1907, 234,184, increase of 5,481 over January, 1907. First New England paper to put in linotypes. First New England paper to put in the autotype. Has in its big plant the largest and most expensive press in the world. Leads Boston newspapers in amount of foreign business. "The Great Breakfast Table paper of New England." Covers Boston and New England more thoroughly than any other paper. Bulk of its circulation delivered in homes of middle-class, well-to-do portion of community.

GUAR AN FEED
The absolute correctness of the latest circulation rating accorded the Boston Post is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



Holyoke, Transcript, daily. Act. av. for year ending May, 1906, 7,539; 3 mos. '07, 7,542.

Lynn, Evening Item. Daily sworn av. year 1906, 15,968; Jan., 1907, at 16,017. The Lynn family paper. Circulation absolutely unapproached in quantity or quality by any Lynn paper.

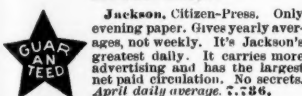
Springfield, Current Events. Alone guarantees results. Get proposition. Over 50,000.

Woburn, News, evening and weekly. Daily av. net paid circ. March, 1907, 1,451.

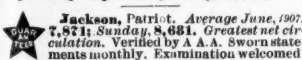
Worcester, Evening Gazette. Actual sworn average for 1906, 11,401 copies daily; Feb., '07, 15,396; March, 1907, 15,768. Largest evening circulation. Worcester's "Home" paper. Permission given A. A. to examine circulation.

Worcester, L'Opinion Publique, daily (C.C.). Paid average for 1906, 4,282.

MICHIGAN.



Jackson, Citizen-Press. Only evening paper. Gives yearly averages, not weekly. It's Jackson's greatest daily. It carries more advertising and has the largest net paid circulation. No secrets. April daily average, 7,736.



Jackson, Patriot. Average June, 1907, 7,871; Sunday, 8,681. Greatest net circulation. Verified by A. A. Sworn statements monthly. Examination welcomed.

Saginaw, Courier-Herald, daily. Sunday. Average 1906, 14,597; July, 1907, 14,772.

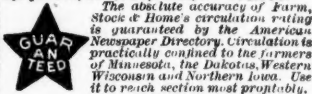
Saginaw, Evening News, daily. Average for 1906, 19,064; July, 1907, 20,455.

Teenach, Semi-Weekly Herald. Actual average for 1906, 1,158.

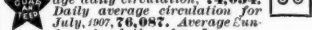
MINNESOTA.

Minneapolis, Farmers' Tribune, twice a week. W. J. Murphy, pub. Aver. for 1906, 37,836.

Minneapolis, Farm, Stock and Home, semi-monthly. Actual average 1906, 87,187; average for 1906, 100,266; 3 mos., 1907 104,100.

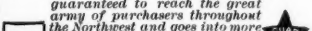


The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitable.



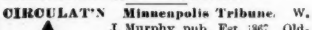
Minneapolis, Journal, Daily and Sunday (C.C.). In 1906 average daily circulation 74,054.

Daily average circulation for July, 1907, 76,087. Average Sunday circulation for July, 1907, 71,270. The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It is guaranteed to reach the great army of purchasers throughout the Northwest and goes into more homes than any paper in its field. It brings results.

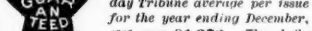


Minneapolis, Svenska Amerikanska Pöten. Swan J. Turnblad, pub. 1906, 52,010.

CIRCULATION Minneapolis Tribune. W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. The Sunday Tribune average per issue for the year ending December, 1906, was 81,272. The daily Tribune average per issue for the year ending December, 1906, was 105,164.



St. Paul, Pioneer Press. Net average circulation for January—daily 55,302. Sunday 52,487.



The absolute accuracy of the Pioneer Press circulation statements is guaranteed by the American Newspaper Directory. Ninety per cent of the money due for subscriptions is collected showing that subscribers take the paper because they want it. All matters pertaining to circulation are open to investigation.

Winona, Republican-Herald. Ar. May, 4,518 (Sat. 5,200). Best outside Twin Cities & Duluth.

MISSOURI.

Joplin, Globe, daily. Average 1906, 15,254. Apr., 1907, 17,243. E. Katz, Special Agent, N. Y.

Kansas City, Journal. Circ'n. 275,000, 206,355 Weekly—display and classified, 40 cents a line, flat; 70,000 Daily and Sunday—display, 12½¢; classified, 7¢. Combination Weekly and Sunday—display, 48¢. Literature on request.

St. Joseph, News and Press. Circulation 1906, 56,079. Smith & Thompson, Enst. Reps.

St. Louis, National Druggist, mo. Henry R. Strong, Editor and Publisher. Average for 1906, 8,006 (C.C.). Eastern office, 59 Maiden Lane.

St. Louis, National Farmer and Stock Grower, monthly. Average for 1906, 104,200.

MONTANA.

Missoula, Missoulian. Every morning. Average 12 months ending Dec. 31, 1906, 5,107.

NEBRASKA.

Lincoln, Deutsch-Amerikan Farmer, weekly. Average 1906, 141,859.

Lincoln, Freie Presse, weekly. Actual average for 1906, 142,989.

NEW HAMPSHIRE.

Manchester, Union. Ar. 1906, 16,753, daily. N. H. Farmer and Weekly Union, 5,550.

Nashua, Telegraph. The only daily in city. Daily average year ending Dec., 1906, 4,571.

NEW JERSEY

Asbury Park, Press, 1906, 4,812. Gained average of one subscriber a day for ten years.

Camden, Daily Courier. Actual average for year ending December 31, 1906, 9,020.

Elizabeth, Journal. Ar. 1904, 5,522; 1905, 6,515; 1906, 7,847; first 6 mos. 1907, 8,221.

Jersey City, Evening Journal. Average for 1906, 23,005. First six months 1907, 24,029.

Newark, Eve. News. Net dy. ar. for 1906, 68,022 copies; net dy. ar. for Apr., 1907, 68,910.

Trenton, Evening Times. Ar. 1906, 14,237; 3 mos. dy. ar. Apr. 30, '07, 20,621; Apr., 20,682.

NEW YORK.

Albany, Evening Journal. Daily average for 1906, 16,251. It's the leading paper.

Batavia, Daily News. Average first 6 mos. '07, 7,494. F. R. Northrup, special rep., N. Y.



Brooklyn, N. Y. Printers' Ink says THE STANDARD UNION now has the largest circulation in Brooklyn. Daily average 6 mos. 1907, 55,419.

Buffalo, Courier, morn. Ar. 1906, Sunday, 91,168; daily, 55,681; Enquirer, even., 32,682.

Buffalo, Evening News. Daily average 1906, 94,690; for 1906, 91,743.

Corning, Leader, evening. Average 1904, 6,235; 1905, 6,392; 1906, 6,585; Feb. cv., 6,820.

Mount Vernon, Argus, evening. Actual daily average for 12 mos. ending June 30, '07, 4,816.

Newburgh, News, daily. Ar. '06, 5,477; 4,000 more than all other Newburgh papers combined.

New York City.

Army & Navy Journal, Est. 1863. Actual weekly ar. for '06, 9,706 (60). 4 mos. to Apr. '07, 9,949.

Automobile, weekly. Average for year ending Dec. 29, 1906, 15,212.

Baker's Review, monthly. W. R. Gregory Co., publishers. Actual average for 1906, 6,455.

Benziger's Magazine, the only popular Catholic Family Magazine published in the United States. Guaranteed circ'n, 75,000; 50c. per agate line.

Clipper, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1906, 24,611 (60).

El Comercio, mo. Spanish export. J. Shepherd Clark Co. Average for 1906, 8,542—sworn.

Music Trade Review, music trade and art weekly. Average for 1906, 3,109.



Printers' Ink, a journal for advertisers, published every Wednesday. Established 1838. Actual weekly average for 1906, 11,705.

The People's Home Journal, 554,916 mo. Good literature. 452,500 monthly, average circulations for 1906—all to paid-in-advance subscribers. F. M. Lupton, publisher.

The Tea and Coffee Trade Journal. Average circulation for year ending July, 1907, 7,865; July, 1907, issue, 8,000.

Theatre Magazine, monthly. Drama and music. Actual average for 1906, 60,000.

The World. Actual aver. for 1906, Morn., 518,664. Evening, 559,057. Sunday, 442,225.

North Tonawanda, News. Daily 1906 ar., 2,274. R. Tomes, S. A., 116 Nassau, N. Y. Five cents inch; seven cents after October 1.

Rochester, Case and Comment, mo., Lat. Ar. for year 1906, 22,601. Guaranteed 20,000.

Schenectady, Gazette, daily. A. N. Liecby. Actual average for 1906, 13,058; 1906, 15,309.

Syracuse, Evening Herold, daily. Herald Co. pub. Aver. 1906, daily 55,206. Sunday 40,064.



Troy, Record. Average circulation 1906, 18,801. Average July, 1907, 20,871. Only paper in city which has permitted A. A. examination.

Utica, National Electrical Contractor, mo. Average for 1906, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for year ending March 31, 1907, 14,927.

NORTH CAROLINA.

Raleigh, Times. North Carolina's foremost afternoon paper. Actual daily average Jan. '07 to Oct. '07, 1906, 6,551; weekly, 5,200.

Winston-Salem leads all N. C. towns in manufacturing. The Twin-City Daily Sentinel leads all Winston-Salem papers in circulation and advg.

NORTH DAKOTA.

Grand Forks, Normanden. Ar. gr. '05, 7,201. Aver. for year 1906, 8,180.

OHIO.

Akron, Times, daily. Actual average for year 1906, 8,977; April, 1907, 9,605.

Ashtabula, Amerikan Sanomat. Finnish. Actual average for 1906, 10,690.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1906, 72,216; Sunday, 85,869; July, 1907, 74,441 daily; Sun., 86,765.

Coshocton, Age, daily. Net average 1906, 2,757. Verified by Asso. Amer. Advertisers.

Coshocton, Times, dy. Net '06, 2,123; 6 mo. '07, 2,416. No cash books fixed to fit padded cir.

Dayton, The I. L. U. Home Journal, mo. (Formerly Laborers' Journal). National cir. Ar. for year ending April 30, '07, 14,811 copies. Critically read by 36,500 members of THE I. L. U. GRAND LODGE, the fraternal, beneficiary order of wage-workers. 5c. agate line, flat rate.

Springfield, Farm and Fireside, over 1/4 century leading Nat. agricult'l paper. Cir. 455,000.

Warren, Daily Chronicle. Actual average for year ending December 31, 1906, 2,654.

Youngstown, Vindicator, Dy. ar. '06, 13,740; Sy. 10,001; LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Times-Recorder. Ar. 1906, 11,126. Guar'd. Leads all others combined by 50%.

OKLAHOMA.

Oklahoma City, The Oklahoman. 1906 aver., 13,918; July, 1907, 20,491. E. Katz, Agent N.Y.

OREGON.

Mt. Angel, St. Joseph's-Blatt. Weekly. May 3, 1907, 19,185.

Portland, Journal, daily. Average 1906, 25,578; for July, 1907, 28,206.

The absolute correctness of the latest circulation rating according to the JOURNAL is guaranteed by Rowell's Am. Newspaper Directory.

Portland, Pacific Northwest, mo.; av. 1st 6 mo. 1907, 16,000. Leading farm paper in State.

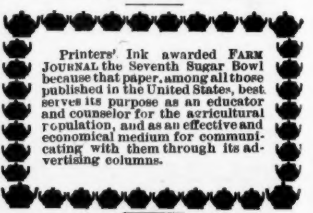
PENNSYLVANIA.

Chester, Times, ev'g dy. Average 1906, 7,688. N. Y. office, 230 E'way. F. R. Northrup, Mgr.

Erie, Times, daily. Aver. for 1906, 17,110; July, 1907, 18,542. E. Katz, Sp. Ag., N. Y.

Harrisburg, Telegraph-Sworn av. July, 14,859. Largest paid circula't'n in H'g or no pay.

Manayunk, Sentinel, Philadelphia. Include in your fall advertising plans. Sample sent.



Printers' Ink awarded FARM JOURNAL the Seventh Sugar Bowl because that paper, among all those published in the United States, best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns.

Philadelphia, Confectioners' Journal, mo. Ar. 1906, 5,470; 1906, 5,514 (60).

Philadelphia. German Daily Gazette. Aver. circulation, 1906, daily 52,922; Sun lay 52,455. Sworn statement. Circulation books open.

The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of July, 1907:

1	229,308	17	229,842
2	235,688	18	232,593
3	230,299	19	229,478
4	Holiday	20	214,746
5	232,805	21	Sunday
6	220,667	22	235,562
7	Sunday	23	232,406
8	234,667	24	231,203
9	232,871	25	230,493
10	236,650	26	230,484
11	233,196	27	218,057
12	232,906	28	Sunday
13	218,166	29	230,485
14	Sunday	30	235,012
15	233,729	31	232,063
16	228,050		

Total for 23 days, 5,953,542 copies.

NET AVERAGE FOR JULY:

229,059 copies a day

"The Bulletin's" circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. MCLEAN, Publisher.

Philadelphia, Motor Print, mo. Copies printed, 25,233 average each issue, for year ending February, 1907. An independent periodical for all who use motor vehicles of any class. Enjoys the largest paid circulation among registered owners of motor crafts of any publication.

Philadelphia. The Press is Philadelphia's Great Home Newspaper. Besides the Guarantee Star, it has the Gold Marks and is on the Roll of Honor—the three most desirable distinctions for any newspaper. Sworn average circulation of the daily Press for 1906, 100,548; the Sunday Press, 137,863.

Spartanburg, Truth. Sworn circulation for 1906, 14,126 copies daily, with a steady increase.

West Chester. Local News, daily. W. H. Hodgson. Average for 1906, 15,297. In its 36th year. Independent. Has Chester County and vicinity for its field. Devoted to home news, hence is a home paper. Chester County is second in the State in agricultural wealth.

York, Dispatch and Daily. Average for 1906, 17,769.

RHODE ISLAND.

Pawtucket, Evening Times. Aver. circulation for 1906, 17,115 (sworn).

Providence, Daily Journal, 18,051 (©©). Sunday, 21,840. (©©). Evening Bulletin 54,620 average 1906. Providence Journal Co. pubs.

Providence, Tribune. Morning 10,341. Evening 8,118. Sunday, 16,320. Most progressive paper in the field. Evening edition guaranteed by Rowell's Am. N.D.

Westerly, Sun. Geo. H. Uter, pub. Aver. 1906, 1,627. Largest circulation in Southern R. I.

SOUTH CAROLINA.

Charleston, Evening Post. Actual day average for 1906, 4,474. December, 1906, 4,755.

Columbia, Stat. Actual average for 1906, daily (©©) 11,287 copies; semi-weekly, 2,625; Sunday (©©), 1906, 12,228. Actual average for first six months, 1907, daily (©©) 12,940, Sunday (©©) 18,769.

Spartanburg, Herald. Actual average for first five months, 1907, 2,529.

TENNESSEE.

Chattanooga, News. Aver. 5 mos. ending Dec. 31, 1906, 14,707. Only Chattanooga paper permitting examination circulation by Assoc. Am. Advertisers. Carries more adv. in 6 days than morning paper 7 days. Greatest Want Ad medium. Guarantees largest circulation or no pay.

Knoxville, Journal and Tribune. Daily average year ending December 31, 1906, 18,692. Daily average last 3 months 1906, 15,247.

Memphis, Commercial Appeal. daily. Sunday, weekly. First six months 1907 as: *De*, 41,782; Sunday, 61,485; weekly, 81,312. Smith & Thompson, Representatives. N. Y. and Chicago.

Nashville, Banner. daily. Aver. for year 1906, 81,455; Jan. 1907, 83,388; Feb. 1907, 87,271.

TEXAS.

El Paso, Herald. May, av., 7,618. More than both other El Paso dailies. Verified by A. A. A.

VERMONT.

Barre, Times. daily. F. E. Langley. Aver. 1906, 5,527; 1906, 4,112.

Bennington, Banner. daily. T. E. Howe. Actual average for 1906, 1,980.

Burlington, Free Press. Daily average for 1906, 8,459. Largest city and State circulation. Examined by Asso. of Amer. Advertisers.

Montpelier, Argus. daily. Actual average for 1906, 3,280 copies per issue.

Rutland, Herald. Average 1904, 2,527. Average 1906, 4,286. Average 1906, 4,677.

St. Albans, Messenger. daily. Actual average for 1905, 5,051; for 1906, 5,588 copies per issue.

VIRGINIA.

Danville, The B-o. Av. 1906, 2,867. July, 1907, 2,782. Largest circ'n. Only eve'g paper.

Richmond, So. Tob. and Modern Farmer, mo. Average for first 5 mos. of 1907, 14,426.

Winchester, Evening Star. Average June sworn daily 8,826. Only daily paper.

WASHINGTON.

Seattle, Post-Intelligencer (©©). Av. for July, 1907, net—Sunday 48,789; Daily, 84,260; week day 82,855. Only sworn circulation in Seattle. Largest genuine and cash paid circulation in Washington; highest quality, best service greatest results always.

Seattle, The Daily and Sunday Times leads all newspapers on the Pacific Coast north of Los Angeles in amount of advertising printed during 1st 6 mos 1907. Its nearest rival was beaten by over 134,401 inches display and 180,000 lines of classified. That tells the story of results. Average for 1906, was 42,172 daily, 56,794 Sunday. Average for June, 1907, were—Morning and Evening 58,997, Sunday 64,681. You get the best quality and largest quantity of proven circulation perfectly blended when you buy space in the Times, the biggest newspaper success of the last decade on the Pacific Coast.

Tacoma, Ledger. Average 1906, daily, 16,059; Sunday 21,798.

Tacoma, News. Average 1906, 16,109; Saturday, 17,610.

WEST VIRGINIA.

Parkersburg, Sentinel, daily. R. E. Hornor, pub. Average for 1906, 2,640.

Ronceverte, W. Va. News, w'y. Wm. B. Blake & Son, pub. Aver. 1906, 2,220.

WISCONSIN.

Janesville, Gazette, d'y and s-w'y. Circ'n 1st 3 mos. 1907, daily 3,508; semi-weekly 2,552.

Madison, State Journal, d'y. Average 1906, 3,602; Jan., Feb., Mar., 1907, 4,854; Apr., 5,106.

Marshfield Times, weekly. 1906 average, 2,199. Largest circulation in Wood Co.

Milwaukee, The Journal, eve. ind. Aver. 7 mos., 1907, 51,506. July gain over 1906, daily, 7,551. Paid city circulation ALONE greater than TOTAL paid of any other Milwaukee daily or Sunday; also more advertising carried.

Milwaukee, Evening Wisconsin, d'y. Av. 1906, 24,450 (60). Carries largest amount of advertising of any paper in Milwaukee.

Oshkosh, Northwestern, daily. Average for 1906, 8,099.



THE WISCONSIN AGRICULTURIST



Racine, Wis., Estab. 1877. Actual weekly average for year ended Feb. 28, 1907, 51,126. Larger circulation in Wisconsin than any other paper. Ad. \$2.50 an inch. N. Y. Office, Temple Ct. W. C. Richardson, Mgr.

Cheyenne, Tribune. Actual daily average for 1906, 3,126; semi-weekly, 3,598.

WYOMING.

BRITISH COLUMBIA.

Vancouver, Province, daily. Average for 1906, 10,161; July, 1907, 18,541. H. LeClerc, U. S. Repr., Chicago and New York.

MANITOBA, CAN.

Winnipeg, Free Press, daily and weekly. Average for 1906, daily, 24,559; daily July, 1907, 37,817, w'y. av. for mo. of June, 28,887.

Winnipeg, Der Nordwesten. Canada's German newspaper. Av. 1906, 16,177. Rates 56c. incl.

Winnipeg, Telegram. Average 6 mos. 1907, 22,961. Weekly av. 19,536. Flat rate, 35c.

ONTARIO, CAN.

Toronto, Canadian Implement and Vehicle Trade, monthly. Average for 1906, 6,125.

Toronto, Canadian Motor, monthly. Average circulation for 1906, 4,540.

Toronto, The News. Daily average circulation for the month of February, 1907, 40,210. Advertising rate 56c. per inch, flat.

QUEBEC, CAN.

Montreal, La Presse, La Presse Pub. Co. Ltd., publishers. Actual average 1906, daily, 96,771; 1906, 100,087; weekly, 49,992.

Montreal, The Daily Star and The Family Herald and Weekly Star have nearly 300,000 subscribers, representing 1,000,000 readers—one-fifth Canada's population. Av. circ. of the *Daily Star* for 1906, 60,954 copies daily; the *Weekly Star*, 128,452 copies each issue.



THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading are only desired from papers of the requisite grade and class.

COLORADO.

WANT advertisers get best results in Colorado Springs Evening Telegraph. 1c. a word.

CONNECTICUT.

MERIDEN, Conn., MORNING RECORD; old established family newspaper; covers field 60,000 high-class pop.; leading Want Ad paper. Classified rate, cent a word; 7 times 5 cents a word. Agents Wanted, half a cent a word.

DISTRICT OF COLUMBIA.

THE EVENING and SUNDAY STAR, Washington, D. C. (© © ©) carries DOUBLE the number of WANT Ads of any other paper. Rate 1c. a word.

ILLINOIS.

THE DAILY NEWS is Chicago's "Want ad" Directory.

THE TRIBUNE publishes more classified advertising than any other Chicago newspaper.

INDIANA.

THE INDIANAPOLIS NEWS prints every day every week, every month and every year, more paid classified (want) advertisements than all the other Indianapolis papers combined. The total number it printed in 1906 was 315,300, an average of over 1,000 every day, which is 126,929 more than all the other Indianapolis papers had.

TERRE HAUTE TRIBUNE. Goes into 82 per cent of the homes of Terre Haute.

STAR LEADS IN INDIANA.

During the last seven months the **INDIANAPOLIS STAR** carried 33.17 more columns of paid classified advertising than carried by its nearest competitor during the same period. The **STAR** gained 1401.76 columns over the corresponding months of last year. During the past two years the **STAR's** circulation has exceeded that of any other Indiana newspaper. Rate, six cents per line.

The Lake County Times Hammond, Ind.

An Up-to-Date Evening Paper. Four Editions Daily.

The advertising medium par excellence of the Calumet Region. Read by all the prosperous business men and well-paid mechanics in what has been accepted as the "Logical Industrial Center of America." Guaranteed circulation over 10,000 daily.

INDIAN TERRITORY.

ADMOREITE, Ardmore, Ind. Ter. Sworn circulation second in State. Popular rates.

IOWA.

THE Des Moines REGISTER AND LEADER; only morning paper; carries more "want" advertising than any other Iowa newspaper. One cent a word, monthly rate \$1.25 nonp. line, dy. & Sy.

THE Des Moines CAPITAL guarantees the largest city and the largest total circulation in Iowa. The Want columns give splendid returns always. The rate is 1 cent a word; by the month \$1 per line. It is published six evenings a week; Saturday the big day.

MAINE.

THE EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

MARYLAND.

THE Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

MASSACHUSETTS.

THE BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

THE BOSTON GLOBE, daily and Sunday, for the year 1906, printed a total of 444,757 paid "want" ads. There was a gain of 17,530 over the year 1905, and was 301,569 more than any other Boston paper carried for the year 1906.

30 WORD AD. 10 cents a day. **DAILY ENTERPRISE**, Brockton, Mass. Circulation, 10,000

MINNESOTA.

THE MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis.

The Minneapolis JOURNAL, daily and Sunday, carries more classified advertising than any other Minneapolis newspaper. No free Wants and no Clairvoyant nor objectionable medical advertisements printed. Classified Wants printed in July, 148,806 lines. Individual advertisements, \$1.50. Eight cents per agate line per insertion, if charged. No ad taken for less than 24 cents. If cash companies order the rate is 1c a word. No ad taken less than 20c.

CIRCULATION **THE MINNEAPOLIS TRIBUNE** is the oldest Minneapolis daily and has over 100,000 subscribers. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day); no free ads; price covers both morning and evening issues. Rate, 10 cents per line, daily or Sunday.

MISSOURI.

THE Joplin GLOBE carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 10c.

MONTANA.

THE Anaconda STANDARD is Montana's great "Want-Ad" medium; 1c a word. Average circulation (first 6 mos. 1907), 11,187; Sunday, 15,068.

NEW JERSEY.

THE NEWARK EVENING NEWS is the recognized Want-ad Medium of New Jersey.

NEWARK, N. J. **FREIE ZEITUNG** (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

JERSEY CITY EVENING JOURNAL leads all other Hudson County newspapers in the number of classified ads carried. It exceeds because advertisers get prompt results.

NEW YORK.

THE EAGLE has no rivals in Brooklyn's classified business.

ALBANY EVENING JOURNAL, Eastern N. Y.'s best paper for Wants and classified ads.

DAILY ARGUS, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

BUFFALO NEWS with over 55,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

PRINTERS' INK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat, six words to a line.

WATERTOWN DAILY STANDARD. Guaranteed daily average 1904, 7,000. Cent a word.

OHIO.

YOUNGSTOWN VINDICATOR—Leading "Want" medium, 1c. per word. Largest circulation.

OKLAHOMA.

THE OKLAHOMAN, Okla. City, 20,479. Publishes more Wants than any 7 Okla. competitors.

PENNSYLVANIA.

THE Chester, Pa. TIMES carries from two to five times more classified ads than any other paper. Greatest circulation.

RHODE ISLAND.

THE EVENING BULLETIN—By far the largest circulation and the best Want medium in R. I.

PROVIDENCE TRIBUNE, morning and evening, \$3.00, brings results, cost the lowest.

SOUTH CAROLINA.

THE Columbia STATE carries more Want ads than any other South Carolina newspaper.

CANADA.

LA PRESSE, Montreal. Largest daily circulation in Canada without exception. (Daily 100,587, Saturdays 117,000—sworn to.) Carries more want ads than any newspaper in Montreal.

THE DAILY TELEGRAPH, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

THE Montreal DAILY STAR carries more Want advertisements than all other Montreal dailies combined. **THE FAMILY HERALD** and **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

THE Winnipeg FREE PRESS carries more "Want" advertisements than any other daily paper in Canada, and more advertisements of this nature than are contained in all the other daily papers published in Western Canada combined. Rates one cent per word per day, or four cents per word per week.

(◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,461 publications listed in the 1903 issue of Rowell's American Newspaper Directory, one hundred and fourteen are distinguished from all the others by the so-called gold marks (◎◎).

ALABAMA.

THE MOBILE REGISTER (◎◎). Established 1821. Richest section in the prosperous South.

WASHINGTON, D. C.

Nearly everybody in Washington subscribes to THE EVENING AND SUNDAY STAR. Average, 1906, 35,577 (◎◎).

ILLINOIS.

THE INLAND PRINTER, Chicago, (◎◎). Actual average circulation for 1905, 15,566.

BAKERS' HELPER (◎◎), Chicago, only "Gold Mark" journal for bakers. Oldest, best known.

TRIBUNE (◎◎). Only paper in Chicago receiving this mark, because TRIBUNE ads bring satisfactory results.

KENTUCKY.

LOUISVILLE COURIER-JOURNAL (◎◎). Best paper in city; read by best people.

MAINE.

LEWISTON EVENING JOURNAL, daily, average fr. t. ix mos. 1907, 7,855 (◎◎); wy., 17,705 (◎◎). Maine's great newspaper.

MASSACHUSETTS.

Boston, Am. Wool and Cotton Reporter. Recognized organ of the cotton and woolen industries of America (◎◎).

BOSTON EVENING TRANSCRIPT (◎◎), established 1830. The only gold mark daily in Boston.

TEXTILE WORLD RECORD (◎◎), Boston. Nearly 300 of its 400 advertisers use no other textile journal. It covers the field.

WORCESTER L'OPINION PUBLIQUE (◎◎) is the leading French daily of New England.

MINNESOTA.

NORTHWESTERN MILLER

(◎◎) Minneapolis, Minn.: \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

PIONEER PRESS (◎◎), St. Paul, Minn. Most reliable paper in the Northwest.

THE MINNEAPOLIS JOURNAL (◎◎). Largest home circulation and most productive circulation in Minneapolis. Carries more local advertising, more classified advertising and more total advertising than any paper in the Northwest.

NEW YORK.

NEW YORK TIMES (◎◎). Largest gold-mark sales in New York.

BUFFALO COMMERCIAL (◎◎). Desirable because it always produces satisfactory results.

BROOKLYN EAGLE (◎◎) is THE advertising medium of Brooklyn.

THE POST EXPRESS (◎◎), Rochester, N. Y. Best advertising medium in this section.

ARMY AND NAVY JOURNAL, (◎◎). First in its class in circulation, influence and prestige.

ENGINEERING NEWS (◎◎).—A technical publication of the first rank.—Sun, Pittsfield, Mass.

SCIENTIFIC AMERICAN (◎◎) has the largest circulation of any technical paper in the world.

VOGUE (◎◎) carried more advertising in 1906 than any other magazine, weekly or monthly.

ELECTRICAL REVIEW (◎◎) covers the field. Read and studied by thousands. Oldest, ablest electrical weekly. Reaches the buyers.

NEW YORK HERALD (◎◎). Whoever mentions America's leading newspapers mentions the New York HERALD first.

CENTURY MAGAZINE (◎◎). There are few people in every community who know more than all the others. These people read the CENTURY MAGAZINE.

STREET RAILWAY JOURNAL (◎◎). The foremost authority on city and interurban railroading. Average circulation 2,300 weekly. MCGRAW PUBLISHING COMPANY.

HARDWARE DEALERS' MAGAZINE. In 1906, average issue, 30,791 (◎◎). Specimen copy mailed upon request. D. T. MALLETT, Pub., 253 Broadway, N. Y.

THE ENGINEERING RECORD (◎◎). The most progressive civil engineering journal in the world. Circulation averages over 14,000 per week. MCGRAW PUBLISHING COMPANY.

FOREST AND STREAM (◎◎)

Largest circulation of any sportsman's weekly. Goes to wealthy recreationists. Write.

NEW YORK TRIBUNE (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

ELECTRICAL WORLD (◎◎). Established 1871. The great international weekly. Cir. audited, verified and certified by the Association of American Advertisers. Av. weekly circ. during 1905 was 18,827. MCGRAW PUBLISHING COMPANY.

PENNSYLVANIA.

THE PRESS (◎◎) is Philadelphia's Great Home Newspaper. It is on the Roll of Honor and has the Guarantee Star and the Gold Marks—the three most desirable distinctions for any newspaper. Sworn circulation of The Daily Press, for 1906, 103,548; The Sunday Press, 137,765.

THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

RHODE ISLAND.

PROVIDENCE JOURNAL (◎◎), a conservatively enterprising newspaper without a single rival.

SOUTH CAROLINA.

THE STATE (◎◎), Columbia, S. C. Highest quality, largest circulation in South Carolina.

VIRGINIA.

THE NORFOLK LANDMARK (◎◎) is the home paper of Norfolk, Va. That speaks volumes.

WASHINGTON.

THE POST INTELLIGENCER (◎◎). Only morning paper in Seattle. Oldest in State. The biggest and best. Able, alert, always ahead.

WISCONSIN.

THE MILWAUKEE EVENING WISCONSIN (◎◎), the only gold mark daily in Wisconsin.

CANADA.

THE FREE PRESS (◎◎), London, Ont. Morning, Noon, Evening. Circulation over 18,000 daily.

THE HALIFAX HERALD (◎◎) and the EVENING MAIL. Circulation 15,558, flat rate.



Still In the Lead

During the first seven months of 1907, VOGUE has published 294,063 agate lines of advertising.

8,118 Lines More Than Any Other Magazine In America.

Last year VOGUE was the leader with a total for the year of 517,266 lines.

This year, up to August 1st, VOGUE, in comparison with other magazines devoted to the interests of women, was far and away ahead:

VOGUE	-	-	-	294,063	Woman's Home Companion	124,234
Ladies' Home Journal	-	164,400	Delineator	-	-	111,231

¶ While we would not claim the argument from mere quantity as being the last word, we think it a self-evident proposition that our space is more largely purchased by advertisers than that of any other periodical because, dollar for dollar, they get more business out of it.

¶ VOGUE's clientele is formed by the smart women of America, the women who desire to dress according to the latest mode and have the means to indulge their tastes. Everything that such women are likely to want for their personal or household use, adornment or enjoyment—a pretty wide range of commodities—may be advertised in VOGUE to the utmost advantage.

¶ There are some advertisers who wisely stay out of VOGUE—we couldn't sell many Corliss engines for example—but there are others who are losing far more by non-representation in our pages than we are.

ARE YOU ONE OF THEM?

Write us about your proposition and we will give you information that will help you to decide the question.

VOGUE

11-13-15 East 24th Street,
New York City.

1503 Marquette Building,
Chicago, Ill.

PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING
COMPANY, Publishers.

OFFICE: NO. 10 SPRUCE ST.,
NEW YORK CITY.
Telephone 4779 Beekman.

President, ROBERT W. PALMER,
10 Spruce St., New York City.
Treasurer, GEORGE F. ROWELL,
10 Spruce St., New York City.
London Agent, F. W. SEARS, 50-52 Ludgate Hill, E.C.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates, it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

ADVERTISING RATES

Advertisements 20 cents a line, pearl measure 15 lines to the inch (\$3); 300 lines to the page (\$40).

For specified position selected by the advertiser, if granted, double price is demanded. On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year, may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two line smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

New York, Aug. 28, 1907.

"WORDS fitly said" are the ones to put in an advertisement.

WHEN others reduce their advertising space is a good time to buy it.

WHEN you think of something good to say, put it in your advertisement.

AN advertisement that is good for only one day, is hardly good for that period.

HARP loudest on the things that are novel, and little known. Food and clothes need little explanation.

THE beauty of a well managed light house is that its call, and warning, are perpetual. Just this quality belongs to the best advertising.

MAKE your advertisements seem to be a part of the daily news. That is what Wendell Phillips' lectures were.

THE writer of a letter has an individual always in his mind's eye, in every word and sentence he is sending, and he estimates and measures every thought and statement alongside the mind of his reader. A successful advertisement is made the same way—only the person in the advertiser's mind must represent many in the community.

J. C. BUSH, Potter Building, New York, has recently added a new agricultural paper to his list—the *Farmer's Call*, Quincy, Illinois. The other papers he represents are: *Farm News*, Springfield, Ohio; *Agricultural Epitomist*, Spencer, Indiana; *Indiana Farmer*, Indianapolis, Indiana; *Kansas Farmer*, Topeka, Kansas; and *Field and Farm*, Denver, Colorado.

Bank Advertisements.

A book of ready-made bank advertisements, representing the work of 2,717 bankers, has recently been compiled by W. F. Wood, cashier of the Woods National Bank, of San Antonio, Texas. The aim of Mr. Wood was to incorporate in the book the best ideas of advertising bankers, and its scope is so broad that it should be of service to many financial institutions in the preparation of copy. The practical bankers who have furnished the copy entering into the make-up of the volume have gained their knowledge of business getting by actual experience.

Time saving is apparent in the arrangement of the copy, which is classified under "National Banks," "State Banks," "Private Banks," "Savings Banks," and "Trust Companies," listed alphabetically by States and cities, under their respective headings. The book contains 450 quarto pages, and is bound in leather and silk, with gold edges and decorations.

EVERETT, Wash., *Daily Herald* has been elected to membership in the American Newspaper Publishers' Association.

"POND'S" EXTRACT copy is going to dailies and weeklies in Canada through the J. Walter Thompson Agency, City.

WESTERN dailies are receiving copy from the George H. Meade Agency, Chicago, for the Chicago and Great Western Railway, 2,000 lines in a year.

A SMALL line of magazine copy for Monarch Typewriters, advertising the Washington branch, is going out from Green's Capital Advertising Agency, Washington, D. C.

GEORGE C. SPOONER, Jr., is now connected with the advertising department of the *Travel Magazine*. He will devote his time and attention to the Hotel Department.

ROBERT CADE WILSON, president of the Quoin Club, has recovered from his recent severe illness and is back at his desk at the *American Magazine* after an absence of several months.

THE Lord & Thomas Agency, Chicago office, sending out twelve time orders to daily papers in the West, and Central West, thirty-five lines, double column, for the Michigan Stove Company.

"THE Dollars of Our Daddies" is the unusual title of an unusual booklet, produced by the Pittsburgh Bank for Savings. The booklet contains an account, told in an airy vein, of the facial changes which have occurred in the portraits of Miss Liberty upon our silver coinage, from the Republic's early days down to the present. It is the thought of the bank's advertising department that the booklet will have a permanence not usual with banks' advertising literature on account of the information it contains, as well as the novelty of the production.

Interesting Offer. The Plymouth, Ohio, Advertiser makes the following offer:

You never can know the convenience of a checking account until you have tried one. Whenever you feel disposed to test the matter, we shall be glad to supply you with the necessities of such an account.

Does this mean with the cash thrown in?

FOR the coming year the Development and Industrial Bureau, of Winnipeg, Canada, has estimated the cost of its work as follows:

Printing and engraving.....	\$1,800
Postage.....	500
Legal.....	200
Entertainment and transportation	400
Office maintenance and supplies and rentals.....	1,275
Salaries.....	4,200
Advertising—	
Newspapers—Local, Canadian, United States.....	5,000
Trade papers—Canadian, English, United States.....	1,800
Financial papers—Canadian, English, United States.....	3,000
Magazines—United States and English	5,000
Special—General and editorial.....	1,825

Total estimate for year, ending June 30, 1908.....\$25 000

JOHN W. HOLDEN, formerly with the H. T. Meany Advertising Agency, has become vice-president of Lord Advertising Agency, New York. Following is a partial list of the active accounts: International Sales Co., Thermos Bottles; Prof. Chas. Munter, Nulife; Foster Bros. Mfg. Co., Spring Beds and Cribs; Lambert-Snyder Co., Vibrators; Horlacher Brewing Co., Perfection 9 Months' Old Beer; Bernarr Macfadden, Health Culture; Tyrell Hygienic Institute, Internal Bath; Physical Culture Restaurant Co.; Diamond Corset Shield Co.; Utica Aluminum and Novelty Works; Herbert North Morse, Calculometers; Eugene Christian, Health Foods; Jas. P. Downs, Memory Books; National Co-operative Realty Co., correspondence instruction; Eureka Vibrator Co.; Merman Malz, Windowphanie; N. Y. Coin Operating Co., Slot Machines; Chas. J. Godfrey, Sporting Goods; The Knowlton Co., Dress Goods.

CALKINS & HOLDEN, New York City, are making contracts with daily papers for *McClure's Magazine*.

THE Omaha (Nebraska) *Bee* is running a solid page of inch ads, all local business houses, in three issues a week.

THE Kastor Agency, St. Louis, is making 5,000 line contracts with daily papers for the Krug Brewery, of that city.

THE P. F. O'Keefe Agency, Boston, is sending out renewal orders to farm journals for the Winchester Arms Company.

AYER & SONS, Philadelphia, is placing the business of the Alfred H. Smith Company, New York City, perfumes, with daily papers.

MR. E. R. GOBLE, assistant advertising manager of the Chicago *Tribune*, resigned that position August 1st to become advertising manager of the Cleveland *News*.

WILLIAM H. FIELD, since the beginning of the year advertising manager of the Associated Sunday Magazines, has been called back to the house of Munsey, where he secured his training in the magazine advertising field. He will enter upon his new position on September 16.

AFTER long litigation the English High Court of Justice has declined to restrain the French government from selling in Great Britain the liquor called "Chartreuse" under the name made famous by the monks who formerly manufactured it in France. During the recent religious troubles in that country the monks were expelled and the French government continued the business. A new plant was established in Spain by the monks, and steps taken to prevent the use of the valuable trade name. The court declared that the French government had succeeded to the business and good will of the monks' plant, and that no misrepresentation had been used in marketing the liquor.

THE Lesan-Gould Agency, St. Louis, is using space in dailies, three times a week, for the Klindworth Conservatory of Music of that city.

GREEN'S CAPITAL ADVERTISING AGENCY, Washington, D. C., is now making up lists for Orrine advertising; more papers will be added for Kosine advertising. Large copy is now being used for Babek, the malaria remedy, in the southern dailies. Copy for the Vosena Co. is going out to mail-order publications. Additional papers will be added to the Sergeant's Dog Remedies' List.

THE New York *Staats-Zeitung* will soon move into the Bonner Building, at the corner of Spruce and William streets. The building is now undergoing complete renovation and extensive repairs. On account of the enlargement of the Brooklyn bridge terminal the *Staats-Zeitung* building was sold to the city some time ago, and will be demolished. The leases of eleven occupants had to be purchased by Mr. Ridder before he could secure possession of the Bonner building.

Photographers' Device. The New York *Sun* tells the story of a photographer who sent a photograph to a girl on the back of which was written "From Kate to Ethel"—the last name being that of the girl who received it. But Ethel did not know Kate. A little later a friend of hers also received a photograph, and this was "To Eva from Ross." After comparing notes the two recipients went to the photographer to find out what was meant by these tokens.

The photographer then confessed that he had sent the pictures "as an advertising dodge." And it seemed, in this instance, to succeed, for he got the girls' patronage instead of their resentment.

Which proves that you can't always tell in your psychology just how human nature will work.

THE Lord & Thomas Agency, Chicago, is making contracts with daily papers for the Chicago, Milwaukee & St. Paul Railroad.

THE Metropolitan Typewriter Company, New York City, is using space in trade papers and high-class monthlies to advertise its fifty dollar typewriter, through the Stanleyway Agency, City.

SOUTHERN PACIFIC R. R. advertising is going to daily papers throughout the country—one to five thousand line contracts, through Albert Frank & Company, City. This agency is also using large space in agricultural papers and in the larger dailies, advertising a booklet of interest to farmers, for the Great Northern R. R.

THE Stanleyway Agency, New York City, is placing the advertising for the following houses: the Kenilworth Realty Corporation, City, advertising New Jersey properties for sale, in metropolitan dailies; the Federal Fiscal Agency, N. Y. branch of the Palmyra Mining Company, full pages in mail-order papers and classified ads in dailies; the Dermaline Company, City, agency proposition, in Sunday editions of dailies; the Union Mills Association, City, Axminster rugs, in classified columns of dailies and magazines; the Diamond Corset Shield Company, City, in high-class women's publications and classified columns of dailies; the Ahtram Manufacturing Company, City, jewelry novelties, in classified columns of dailies; the Preservatine Manufacturing Company, City, preservatives, in weekly and monthly publications; the Velvet Balm Company, Newark, N. J., in classified columns of dailies and women's publications; the Western New York Novelty Company, Western New York, N. J., Christmas and other novelty cards, in classified columns of papers and the Alton Manufacturing Company, City, "Alton" lights, in classified columns of dailies and leading magazines.

Every year you send out a dark blue catalogue which reposes on the shelf or in the book-case of your prospective customer along with four dark blue catalogues, seven light brown ones, three bright red ones and others of various hues. What chance has your catalogue to sell goods?

And three or four times a year, when you happen to feel like it, you get out a piece of advertising matter with nothing particularly distinctive or forcible about it—advertising matter which differs from that of your competitors only in the name at the bottom. What chance has advertising of that kind to sell goods, and how does it help to lift your catalogue out of the dusty row on the shelf?

What you need is a series of bright, strong, snappy, convincing matter to go through the mails at regular intervals, telling your story in a new way, keeping the merits of your goods up in front of the dealer's eye, and absolutely forcing him to order from your catalogue instead of from the other ones. This can be done in a way that will produce results, increase your business and make money for you. We know that this is true, because we have done it for scores of manufacturers whose sales problems were just as difficult as yours if not more so.

Now is a good time to ask us questions about this important matter—the Fall season is upon us. Address me personally

GEORGE ETHRIDGE,

THE ETHRIDGE COMPANY,
Hartford Building.

41 Union Square, New York.

BEGINNING about September 1st the *Citizen Press*, Jackson, Michigan, will advance its rates about four cents per inch over the old card.

THE International Fuel Company, New York City, is using the classified columns of mail-order papers and the Sunday editions of dailies to advertise its coal saving product, through the Stanleyway Agency, City.

Small Ads That Show. Oftentimes the small retailer uses as an argument against newspaper advertising the assertion that his modest announcement would be completely overshadowed by the advertisements of the large stores. If this discouraged individual will glance at a copy of the *Philadelphia Bulletin*, he will find that it is not necessary for the small ad to submit to submersion because of its large sized neighbor.

In Omaha the *World-Herald* has adopted a scheme to foster the business of small advertisers, which, though not new, has original features and has brought encouraging results. The idea consists in a page of small, non-competitive advertisements of merchants who offer a special "Wednesday bargain" once a week. The page is published in the Tuesday evening and Wednesday morning issues of the paper, these editions combined being counted as one insertion for the entire circulation.

Omaha is very much of a "Saturday city." In other words, the large stores try to get their big crowds on that day by placing heavy advertising in the Friday evening and Saturday morning papers. During the "dull" months of January and February, and July and August, this leaves the newspapers with a minimum of local advertising during the other week-days. To offset this in a measure and also to get at the small merchants, who are the hardest to convince of the value of advertising—always wanting large and immediate results—the

World-Herald adopted the idea of the Wednesday Bargain Page, which appeared in the paper for the first time for six weeks in January and February, 1907.

Mr. Doorly, the advertising manager of the paper, has this to say regarding the results of experiment:

The page worked like a charm from the start. We aimed to get small merchants who were not consistent advertisers, and induced them to offer some specific article at a real bargain price. We also called attention to the page by an ad of our own on the page and some local notices scattered throughout the paper. The public realized at once that the page was really a very valuable one to them, containing such good offers, and the results in many cases were phenomenal. Where a desirable article was really offered at a cut price, the results were splendid. Where the ad was more general, it was harder to trace direct results that were extraordinary; but the fact that we ran it through six weeks in January and February and have now started it for eight weeks in July and August—four of which have already gone by with very pleasing results—shows that the merchants—mainly small ones—are really convinced that they are getting their full money's worth. Several small merchants who have been very skeptical as to the value of newspaper advertising, have told us that our Bargain Page is the first instance in which they have been able to trace definite and satisfactory results from newspaper advertising. For this reason, if no other, the page has well paid for itself.

The page seems to reach every class. Taking three ads as examples last week, the page sold over 75 dollar-watches, two high-grade pianos and ten parrots—the sales of three different specialties advertised by three different merchants. It's a good page on which to start the man who doesn't believe in advertising. If his goods are right, he's bound to make sales.



COVER DESIGN FOR THE SEPTEMBER NUMBER OF "SUCCESS MAGAZINE."

A NOVEL CIRCULATION SCHEME.

About fifteen magazine publishers, including the Curtis Publishing Co., Doubleday, Page & Co., Review of Reviews Co., *American Magazine*, etc., are using a new circulation auxiliary of considerable novelty.

Small books containing twenty coupons form the basis of the plan. They are called "introducers' commission coupon books," and are sold to the publishers ready printed by the Searchlight Information Library, 341 Fifth avenue, which concern has copyrighted the book and applied for a patent upon the idea. Each of the coupons represents a value of thirty-five cents where used to bring circulation to a \$1.50 magazine. A book of coupons is mailed to a magazine's present subscribers, and the latter need no other instructions or equipment to become subscription agents or "introducers." The recipient may be a woman who will canvass herself, or give the book to a son or daughter who wants to make it the basis of a plan to earn a little pocket-money. The coupons are to be sold for thirty-five cents each, total \$7, and the money kept by the agent with no further formalities or report. Each coupon represents a discount of thirty-five cents on a year's subscription to the magazine, and when the purchaser fills out certain blanks and mails it to the publisher with \$1.15, his or her name is entered for a year's subscription, and perhaps a gift book is added as an inducement. By circularizing the subscription list of a magazine with these books, the publisher has twenty chances per subscriber that he will double his circulation, for if only one coupon is sent in per book that end is accomplished, and it makes no difference whether the recipient sells the coupons or gives them away, or even throws them away. Whatever is done, they are likely to bring business, and the whole scheme carries its own explanations and does its own book-keeping. To the new names coming in on coupons, new cou-

pon books are sent, and special lists are also circularized in the same way, so the plan has some of the mechanism of an endless chain.

The Searchlight Information Library is a concern that collects and files articles from newspapers, magazines, technical journals, reports, etc., for the use of literary men, editors, business houses, etc. It claims to possess the largest collection of information of the kind in the world, and supplies data regularly to many magazines. The idea of putting this data at the disposal of publishers for advertising and circulation purposes, as well as editorial, has lately been worked out, and a circulation and advertising department has been added. The latter is in charge of Arthur S. Ford, well known as a circulation manager. Mr. Ford formerly owned the magazine *Madame*, which was sold to Bobbs, Merrill & Co. and transformed into the *Home Magazine*. It is said that, though situated far from the eastern publishing center, he secured a quarter-million subscribers for it in a few years, by original circulation methods. Later he founded *Army and Navy Life*, New York, and after disposing of that property was connected with the circulation department of the *Woman's Home Companion*, adding new readers by the use of premium books. The Searchlight collection of data is used chiefly in getting certain classes of subscribers for periodicals. If a publisher wishes to add, say, a following of women, or children, or any other special class to his readers, this concern devises circulation propaganda to secure subscriptions in that particular class, and also takes steps to make the new circulation permanent by assisting the editorial department to prepare articles and departments in the magazine itself that will hold them by getting their interest.

ABOUT the only place a "free puff" could be of any use would be in the papers that won't print it.—*Master Printer*.

THE DOWN-TOWN SPECIAL AGENTS IN NEW YORK.

About a month ago PRINTERS' INK reprinted from the *Commercial Union* a list of the newspaper special agents located in the Brunswick Building, on the northeast corner of Madison Square. The list included fourteen newspaper representatives and 165 daily papers. Scattered up-town there are twenty other specials, representing 115 dailies.

The down-town special agents are given in the following list, with key numbers in order that readers may ascertain the papers they represent which are thereafter enumerated. The majority are located in the vicinity of the Tribune Building:

Name.	Tribune Building.	Key.
S. C. Beckwith	Special Agency.....	A
Dan A. Carroll	B
W. W. Damon	C
L. A. Leonard	D
Lewis Leonard & Co.	E
J. D. Lorentz	F
Alfred B. Lukens	G
Perry Lukens, Jr.	H
D. J. Randall	I
F. St. John Richards	J
N. M. Sheffield Special Agency	K
Stephen B. Smith	L
W. D. Ward	M

D. P. Bevans, World Building	N
Chas. J. Brooks, Temple Court	O
C. H. Eddy, 10 Spruce St.	P
H. Clarence Fisher, Temple Court	Q
E. Katz Special Agency, Temple Court	R
F. M. Krugler, 150 Nassau St.	S
H. D. La Coste, 140 Nassau St.	T
La Coste & Maxwell, 140 Nassau	U
Chas. Menet, 23 Park Row	V
R. R. Mulligan, 38 Park Row	W
Payne & Young, Potter Building	X
Chas. Seested, 41 Park Row	Y
John P. Smart, 150 Nassau St.	Z
S. C. Stevens, 256 Broadway	AA
Robt. Tones, 116 Nassau St.	BB
M. C. Watson, 256 Broadway	CC
R. D. Whiting, Temple Court	DD

ALABAMA.

Birmingham, Age-Herald (A)
Birmingham, Ledger (R)

ARIZONA.

Bisbee, Reviews (E)
Douglass, Ind. American (E)
Phoenix Democrat (E)
Phoenix, Republican (E)
Prescott, Journal Miner (R)

ARKANSAS.

Ft. Smith, News-Record (X)
Little Rock, Gazette (Z)

CALIFORNIA.

Fresno, Republican (U)
Fresno, Tribune (I)
Los Angeles, Express (T)
Los Angeles, Record (I)
Oakland, Enquirer (R)
Oakland, Times (R)

Sacramento, Star (I)
Sacramento, Union (A)
San Diego, Sun (I)
San Francisco, Bulletin (T)
San Francisco, Call (L)
San Francisco, Chronicle (O)
San Francisco, News (I)
San Francisco, Post (C)
San Jose, Herald (U)
San Jose, Mercury (U)
San Jose, News (R)
Santa Barbara, Independent (E)
Stockton, Independent (R)
Stockton, Mail (R)
Stockton, Record (U)

COLORADO.

Denver, Republican (A)
Leadville, Chronicle (A)
Leadville, Herald-Democrat (A)

CONNECTICUT.

Ansonia, Sentinel (R)
Bridgeport, Farmer (V)
Bridgeport, Standard (U)
Hartford, Courant (P)
Hartford, Times (H)
New Britain, Herald (BB)
New Britain, Record (Q)
New Haven, Journal and Courier (U)
New Haven, Palladium (R)
New Haven, Union (R)
New London, Day (R)
New London, Telegraph (R)
Torrington, Register (R)
Waterbury, Republican (U)

DIST. OF COLUMBIA.

Washington, Herald (U)
Washington, Star (B)

FLORIDA.

Jacksonville, Metropolis (R)

GEORGIA.

Augusta, Chronicle (A)
Columbus, Ledger (V)

IDAHO.

Boise City, Statesman (U)

ILLINOIS.

Aurora, Beacon (X)
Chicago, Journal (T)
Chicago, Post (X)
Danville, Commercial News (X)
Danville, Democrat (CC)
Galesburg, Mail (X)
Joliet, Herald (X)
Peoria, Herald Transcript (X)
Peoria, Journal (U)
Peoria, Star (K)
Quincy, Journal (X)
Rockford, Republic (U)
Streator, Independent-Times (X)

INDIANA.

Anderson, Herald (CC)
Anderson, Journal-News (R)
Fort Wayne, Journal-Gazette (CC)
Fort Wayne, News (U)
Fort Wayne, Sentinel (G)
Indianapolis, News (B)
Lafayette, Courier (CC)
Lafayette, Journal (U)
Logansport, Journal (CC)
Marion, Leader (CC)
Richmond, Item (CC)
Richmond, Palladium (X)
Richmond, Sun-Telegram (X)
Terre Haute, Tribune (X)

INDIAN TERRITORY.

Muskogee, Phoenix (X)
Muskogee, Times-Democrat (R)

IOWA.

Burlington, Hawkeye (U)
Cedar Rapids, Gazette (X)
Cedar Rapids, Republican (U)
Cedar Rapids, Times (U)

Clinton, Herald (X)
Council Bluffs, Nonpareil (K)
Davenport, Times (U)
Des Moines, Register and Leader (X)
Dubuque, Telegraph-Herald (U)
Muscatine, Journal (U)
Ottumwa, Courier (U)
Sioux City, Journal (C)
Waterloo, Times-Tribune (X)

KANSAS.

Atchison, Globe (E)
Coffeyville, Journal (E)
Hutchison, News (R)
Leavenworth, Post (X)
Leavenworth, Times (CC)
Ottawa, Herald (R)
Parsons, Sun (R)
Topeka, Capital (A)
Wichita, Eagle (A)

KENTUCKY.

Covington, Post (I)
Lexington, Leader (R)
Louisville, Courier-Journal (A)
Louisville, Post (N)
Louisville, Times (A)
Owensboro, Inquirer (X)
Owensboro, Messenger (CC)
Paducah, News-Democrat (CC)
Paducah, Sun (X)

LOUISIANA.

New Orleans, States (A)
Shreveport, Times (E)

MAINE.

Lewiston, Journal (P)
Waterville, Sentinel (V)

MARYLAND.

Baltimore, American (N)
Baltimore, News (B)
Cumberland, News (E)

MASSACHUSETTS.

Attleboro, Sun (W)
Boston, Advertiser (H)
Boston, Globe (L)
Boston, Record (H)
Boston, Transcript (P)
Fall River, News (BB)
Fitchburg, News (BB)
Gloucester, Cape Ann News (E)
Lynn, News (V)
Springfield, Republican (P)

MICHIGAN.

Adrian, Telegram (X)
Adrian, Times (E)
Ann Arbor, News (X)
Bay City, Tribune (X)
Detroit, Times (K)
Grand Rapids, News (X)
Houghton, Gazette (X)
Jackson, Citizen-Press (CC)
Kalamazoo, Telegraph (U)
Lansing, Journal (X)
Muskegon, Chronicle (X)
Owosso, Argus (X)
Pontiac, Press (E)
Port Huron, Herald (X)
Traverse City, Eagle-Press (E)

MINNESOTA.

Duluth, Herald (U)
St. Paul, Pioneer Press (L)

MISSISSIPPI.

Jackson, News (A)
Meriden, Star (A)
Vicksburg, Herald (A)

MISSOURI.

Hannibal, Courier-Post (U)
Ioplin, Globe (R)
Kansas City, Post (A)
Kansas City, Star (Y)
Kansas City, Times (Y)
Kansas City, World (I)
Springfield, Leader (C)

St. Louis, Globe-Democrat (J)
St. Louis, Star-Chronicle (I)

MONTANA.

Butte, News (R)

NEBRASKA.

Lincoln, Star (X)
Omaha, Bee (AA)

NEVADA.

Reno, Gazette (R)
Virginia City, Chronicle (R)

NEW JERSEY.

Atlantic City, Review (V)
Elizabeth, Times (V)
Jersey City, Journal (Q)
Newark, Advertiser (U)
Passaic, Herald (S)
Passaic, News (U)
Paterson, News (U)

NEW MEXICO.

Santa Fe, New Mexican (R)

NEW YORK.

Binghamton, Herald (K)
Buffalo, Express (K)
Elmira, Star (U)
Geneva, Times (E)
Hornell, Times (E)
Lockport, Journal (E)
Niagara Falls, Cataract Journal (W)
North Tonawanda, News (BB)
Rochester, Post Express (E)
Schenectady, Star (C)
Schenectady, Union (U)
Syracuse, Herald (K)
Troy, Standard (C)
Watertown, Standard (U)

NORTH CAROLINA.

Asheville, Citizen (CC)
Asheville, Gazette-News (V)
Greensboro, News (X)

NORTH DAKOTA.

Fargo, Forum (X)

OHIO.

Akron, Beacon-Journal (CC)
Akron, Press (I)
Alliance, Review (BB)
Ashtabula, Beacon-Record (BB)
Athens, Messenger (BB)
Bowling Green, Sentinel (BB)
Cambridge, Guernsey Times (BB)
Chillicothe, News-Advertiser (BB)
Cincinnati, Enquirer (A)
Cincinnati, Post (I)
Cleveland, Press (I)
Cleveland, Recorder (C)
Columbus, Citizen (I)
Columbus, Press-Post (T)
Coshocton, Age (BB)
Dayton, Herald (CC)
Dayton, News (U)
Elyria, Chronicle (BB)
East Liverpool, Review (BB)
Findlay, Republican-Jeffersonian (BB)
Hamilton, Republican News (BB)
Lancaster, Gazette (BB)
Lima, Republican-Gazette (BB)
Lorain, Times-Herald (BB)
Mansfield, News (BB)
Marion, Star (BB)
Martins Ferry, Times (BB)
Massillon, Gleaner (BB)
Middletown, News-Signal (BB)
Mt. Vernon, Republican News (BB)
Newark, Advocate (BB)
Painesville, Telegraph-Republican (BB)
Piqua, Call (BB)
Portsmouth, Times (BB)
Salem, News (BB)
Sandusky, Register (BB)
Springfield, Gazette (CC)
Springfield, News (U)
Toledo, Blade (E)
Toledo, Express (BB)

Toledo, News-Bee (I)
 Toledo, Press (R)
 Toledo, Times (I)
 Toledo, Times-Bee (I)
 Troy, Record (BB)
 Uhrichsville, Chronicle (BB)
 Urbana, Tribune (BB)
 Warren, Chronicle (BB)
 Wooster, Republican (BB)
 Xenia, Gazette (BB)
 Youngstown, Vindicator (U)
 Zanesville, Signal (E)
 Zanesville, Times-Record (BB)

OKLAHOMA.
 Guthrie, State Capital (K)
 Oklahoma, Oklahoman (R)

OREGON.
 Portland, Oregonian (A)
 Portland, Telegram (A)
 Salem, Capital-Journal (E)

PENNSYLVANIA.
 Allentown, Leader (Q)
 Easton, Free Press (Q)
 Erie, Times (R)
 Harrisburg, Patriot (A)
 Johnstown, Journal (Q)
 Philadelphia, Press (A)
 Reading, Telegram (BB)
 Scranton, Republican (K)
 Scranton, Times (U)
 Wilkesbarre, Leader (U)
 Wilkesbarre, News (Q)

RHODE ISLAND.
 Providence, Bulletin (P)
 Providence, Journal (P)
 Providence, News-Democrat (Q)
 Providence, Tribune (W)

SOUTH CAROLINA.
 Charleston, Post (A)

TENNESSEE.
 Chattanooga, Times (U)

TEXAS.
 Austin, Statesman (A)
 Beaumont, Enterprise (A)
 Dallas, News (F)
 Dallas, Times-Herald (A)
 Denison, Herald (X)
 El Paso, Herald (Z)
 El Paso, News (W)
 El Paso, Times (A)
 Fort Worth, Telegram (X)
 Galveston, News (F)
 Galveston, Tribune (Z)
 Houston, Chronicle (U)
 Houston, Post (A)
 San Antonio, Express (Z)
 San Antonio, Light (A)
 Waco, Times-Herald (A)

UTAH.
 Salt Lake City, Tribune (A)

VERMONT.
 Burlington, Free Press (U)
 Burlington, News (BB)
 Montpelier, Journal (BB)
 Rutland, News (U)

VIRGINIA.
 Richmond, Times Dispatch (K)
 Roanoke, Times-News (K)

WASHINGTON.
 Seattle, Star (I)
 Seattle, Times (A)
 Spokane, Press (I)
 Tacoma, Ledger (A)
 Tacoma, Times (I)

WEST VIRGINIA.
 Charleston, Gazette (E)
 Charleston, Mail (W)
 Charleston, News (W)

WISCONSIN.
 Ashland, Press (E)
 Fond Du Lac, Commonwealth (CC)

Janesville, Gazette (CC)
 La Crosse, Tribune (U)
 Milwaukee, Free Press (W)
 Milwaukee, Wisconsin (P)

WYOMING.

Cheyenne, Tribune (DD)

CANADA.

BRITISH COLUMBIA.

Vancouver, World (Q)

Victoria, Colonist (Q)

MANITOBA.

Winnipeg, Telegram (H)

Winnipeg, Tribune (U)

ONTARIO.

Ottawa, Journal (U)

Toronto, Telegram, (H)

Toronto, World (Q)

QUEBEC.

Montreal, Gazette (BB)

Montreal, La Patrie (BB)

Montreal, Standard (Q)

Montreal, Star (B)

A MODEL COLLECTING LETTER.

This is old, but will be found very useful in hurrying overdue accounts to a settlement. It appears that Shugio, an ambitious young Japanese employed by an importer of Oriental goods in New York, had asked so often for a chance to do clerical work in the office that he was told he might write letters to delinquents on the firm's books, to ask them if they would make some payment on their accounts. "Go easy with them," cautioned the importer. "They are all good customers, but just a bit slow."

Immediately the importer was surprised to receive checks in full for all accounts. One check from a well-known woman was accompanied by a sharp note, and the head of the firm hastened to find the copy of Shugio's dunning letter. It read:

"Dear Mrs. —: If you do not do us the extreme honor of paying all the dollars and all the cents of this accounting, which so long you have owed to our business of importing, we shall, to our regret, begin to do something that will cause you the utmost astonishment."—*Publisher and Retailer.*

ADVERTISING EXPRESSION ILLUSTRATED.



ON THE BOOM.

SAN FRANCISCO'S ABSOLUTE NEED OF PRINTERS' INK.

THE FOLLOWING ADDRESS WAS DELIVERED BY ROLLIN C. AYERS AT LAST MONTH'S CONVENTION OF THE PACIFIC COAST ADVERTISING MEN'S ASSOCIATION.

Let us define advertising to mean what the world of commerce has caused it to mean: statements about a business—its existence, its location, and the advantages that it offers to its patrons.

In these days of rapid progress, almost every business is devising ways and means to enlarge its field through advertising. This is true whether the business be owned by an individual, a copartnership, a corporation, or a combination of corporations which we designate as "trusts." The advertising as a rule has a twofold purpose, depending, of course, upon the product.

Advertising can be educational or competitive, or both. Educational advertising is the dissemination of information regarding the existence of a product which is a human need. Competitive advertising gives information about a specific article showing its superiority, and why it should be purchased in preference to others. Advertising can create desire for possession where it did not exist before, or it can bring about decision to purchase where desire has been already created. Some new product or invention requires a certain amount of educational advertising. A new brand of soap requires competitive advertising in that there is a universal knowledge of soap.

These are the operations of commercial institutions and they can be applied to the advertising of a municipality, for a municipality is nothing more or less than an incorporation, an association of people organized to live and do business in a community. The locality has its advantages as a place for residence and business—it therefore has facts which can be advertised to

awaken interest in that particular locality.

The advertising of a municipality is not a new idea. Publicity committees, chambers of commerce, and boards of trade have employed printers' ink for years. But the work has generally been the sending out of literature—booklets, pamphlets and circulars—dealing with the advantages of the community. This literature has been forwarded to newspapers and magazines with the hope that the respective editors would see fit to publish it as a matter of news.

CITIES USING PRINTERS' INK.

In the last few years a few municipalities have applied the same principles to their advertising that any business institution would apply. They have purchased space in reputable newspapers and magazines and told the story of their town, city or county. They have urged the readers of these publications to write for information, and have followed up their work with a clever line of letters and booklets—all tending to set forth the advantages of the place from both a residential and business standpoint.

One of the most successful campaigns of this character was used by Dallas, Tex. Winnipeg, Can., is now using the national magazines to acquaint people with the many advantages offered by this city. There is a town near Pittsburg, Pa., called "Koppel," which is advertising in the national magazines for the purpose of inducing manufacturers to erect their plants there. They set forth all the advantages that the town possesses. Even conservative old Boston is advertising in the metropolitan dailies suggesting it as an ideal place for conventions. The advertising points out the historic places of interest, the many forms of entertainment, and wisely suggests the manufacturing industries and the value of Boston as a place of residence.

I could go on at length and enumerate a number of cities that are judiciously using printers' ink

to acquaint people with the fact that the town is in existence and that it seeks more population—giving in return advantages of value to resident, merchant and manufacturer.

San Francisco needs printers' ink, and she needs it in big doses. She needs it to acquaint people with her innumerable advantages and she needs it to counteract the untrue and sometimes malicious articles that appear in the various eastern publications.

In this regard the California Promotion committee is doing excellent work. And, right here, I want to show the distinction between the proposed San Francisco publicity committee and the California Promotion committee. The latter is a State organization and must deal with the State as a whole. Previous to the fire this committee hardly mentioned San Francisco. Following the fire it realized that to re-establish California's credit it was first necessary to re-establish San Francisco's credit. Consequently this efficient body has sent out news correcting false reports detrimental to San Francisco.

The promotion committee, because of its broader scope, cannot deal with San Francisco as a local organization could do. The promotion committee sends out matter as news. The proposed San Francisco publicity committee must employ display advertising—paid for at regular rates. The advertising must conform with the same business principles that would govern the advertising of a corporation that was exploiting its products.

TIME IS RIPE FOR CAMPAIGN.

The time is ripe for such a campaign. San Francisco is in the public eye. On April 18, 1906, San Francisco received the greatest and most costly advertisement that was ever placed before the eyes of the world. It is not possible that there was a living being in the civilized world but knew of this calamity at least two or three days after it happened. The publicity was instantaneous and mighty. It made a profound impression. Every one

knew where San Francisco was, and what relation it bore to the Pacific coast. The subsequent dispatches, which were flashed across the world, stating that the damage was not so great as was first reported, was a mighty advertisement.

Then came the rehabilitation work. Almost every magazine published articles about San Francisco and showed pictures of what had been done since the fire. They furthermore told of our determination to make it a greater San Francisco. This was more advertising.

The prices paid union labor were made known elsewhere. It redounded to our good and to our detriment. It brought artisans, but frightened capital. Anyway, it was an advertisement.

The prosecution of the administration again placed us in the public eye all over the world. The prosecution of municipal officers for taking bribes was not new, but the endeavor of the prosecution to reach those higher up—the bribe givers—was a new idea. Magazines gave it much space, and are doing so to-day. People all over the United States interested in civic pride and the perpetuation of right principles are watching San Francisco with keen eyes. Here again is more advertising.

In April and May we had a succession of strikes. The street railway strike in particular resulted in dispatches being sent all over the American continent. San Francisco was again in the public eye. Of course, many false reports emanated even though the acts of violence were less than those committed in Chicago, St. Louis, New York and elsewhere when strikes occurred on municipal railways.

Following this came the Japanese question, and a few little indiscreet acts on the part of some citizens provoked international discussion. I fully believe it was intensely magnified, and that both governments looked at the question as a mere incident lacking in importance. Anyway, it was advertising for San Francisco.

THEATER OF GREAT EVENTS.

The navy department decided to send a fleet of sixteen battleships to the Pacific coast with San Francisco as its ultimate destination. This mighty movement brought about discussion from every newspaper in the United States as to whether it was a strategical move. Their editorials required the mentioning of San Francisco, and this city was the recipient of much free advertising.

Time and again it has been asserted that the theater of the coming world's events will be staged on the Pacific Ocean, and any time a statement is made of this San Francisco comes in for mention—more publicity for the city by the Golden Gate. All this advertising has done San Francisco more good than harm. It has kept her in the limelight. Publicity of this sort has a tremendous influence.

Do you realize that President Roosevelt's popularity is due to publicity? And, incidentally, do you remember that Roosevelt's campaign managers used the national magazines, setting forth reasons why the voter should vote the Republican ticket in 1904? Who heard of Governor Hughes of New York until publicity made him famous? And to-day he is spoken of, at least, as the next occupant of the White House. Publicity has done this for him.

I say that the time is ripe for an advertising campaign setting forth San Francisco's advantages. Any advertisement that is published now mentioning the word "San Francisco" will be eagerly read. The word "San Francisco" has more attention value now than at any other time in its history. An advertising campaign built along the right lines will do this city a wonderful amount of good. The advertising would help in re-establishing her credit, bringing manufacturers and population.

The preceding speaker has told you what San Francisco has to talk about, and it is high time that we were making known

these facts. Take any city in the United States, with the possible exception of New York, and no city right now is so much in the public eye as San Francisco. Now is the time for her to take advantage of this opportunity, to couple with the publicity already extant an advertising campaign based on business principles telling about what San Francisco has to offer the citizen, merchant and manufacturer.

As stated before, this municipality is a corporation, and should employ corporation methods in its advertising. Being a municipality it can also use the methods found effective by chambers of commerce and promotion committees. We can couple these two forms of advertising, but I want to state emphatically that we must employ what is termed "display advertising" in the national magazines and metropolitan dailies, and pay for it instead of expecting publishers to give us news matter merely because it is news. All the reputable magazines must be used with page advertisements setting forth our advantages.

One page can talk to the easterner about San Francisco as a place of residence and business. Another page can talk to the manufacturer telling him of our cheap power in electricity developed by water in the high Sierras and by crude petroleum as a fuel. The coming up of the Orient will mean much to the manufacturers of the United States. San Francisco offers advantages to the manufacturer who hopes to compete for this patronage.

Another page could be devoted to the traveler, telling him of San Francisco's hotels, the wonderful sights to be seen in the rehabilitation of the city, the beautiful scenic attractions nearby San Francisco, and other points of interest. Another page can be devoted to the investor, telling him of the splendid opportunities here afforded as the new and greater San Francisco is bound to make property more valuable within a short time.

SUGGESTS PUBLICITY BUREAU.

These facts should also be published in metropolitan dailies. We have an unlimited supply of facts to talk about, and each of them can be made interesting and alike productive of good results. In addition to advertisements there should be prepared a series of booklets going into detail and covering all the facts we have to present. All of this, however, is a matter of detail to be worked out if the plan is ever made a reality. There is no question that San Francisco can use printers' ink with great profit to herself if she employs the right methods.

Now, all advertising costs money. This publicity committee will require a sum not less than \$25,000 a year, and would require not more than \$100,000 a year. Any amount in between these figures could be profitably used in the judicious use of printers' ink.

This money will have to be procured by subscriptions. The committee will have to call on the business committee to secure the necessary funds. What set of men is there in San Francisco big enough and broad enough, with sufficient civic pride and love for the city, to bring about such an organization? We have the men and we have the money. It is only a question of getting together. That is what San Francisco needs; an organization welded together for the purpose of advancing the interests of this community. I offer the following as a suggestion:

We have approximately nine commercial bodies in San Francisco—all of them working toward the same end—but each of them requiring various sums of money for their individual expenses. It is a common law in commerce that the combination of corporations results in economy in operation. Why not combine these various civic bodies and operate under one head and eliminate the nine separate expenses? It costs fully \$75,000 a year to maintain these various bodies. Under one head the work could be carried on at a nominal

cost for fixed expenses and the balance could be used for publicity.

The combination of these bodies would mean a membership of approximately 5,000 persons. It is not unreasonable to presume that the membership could be swelled to 10,000. If each individual would contribute a dollar a month this would mean \$125,000 a year to advertise San Francisco. A simple proposition indeed if it once gets into operation.

I do not believe, what many have said, that San Francisco will have to wait another generation before her business men will realize the value of harmonious action. There is an established law that the greatest cohesive force is a common danger. April 18 made us a unit for a time. San Francisco's present condition is a danger. She must have her credit re-established. She has spent \$180,000,000 since the fire in improvements, but requires \$150,000,000 more.

This capital must come from outside sources. The lack of it is a common danger. Let us hope that this will be the cohesive force that will mold us into a harmonious, forceful working organization.

GEE, WHAT TALL SQUIRRELS.

Mr. and Mrs. Jones, of Haskett, were seen passing through Bolton with the son who had the misfortune to get a leg broken in a fall from a tree while climbing after squirrels twenty-five feet high.—*Exchange.*



THE "DRAMATIC MIRROR."

COMMERCIAL ART CRITICISM

BY GEORGE ETHRIDGE, 41 UNION SQUARE, N.Y.

READERS OF PRINTERS' INK WILL RECEIVE, FREE OF CHARGE,
CRITICISM OF COMMERCIAL ART MATTER SENT TO MR ETHRIDGE.

"Windowphanie" is known as "The Modern Glass Decoration." It is something new and the subject is so inviting that it seems a pity to miss an opportunity to exploit it artistically and sensibly. In design No. 1, the original, we have what might be termed a "Compartment advertisement." It is subdivided into six spaces, all with more or less matter relative to the topic in hand. Inasmuch as no progressive person has started a "Cook's Tour through Adland," this design must expect criticism. The illustration is disjointed and is so crowded down between panels and is so cluttered up with wall paper and curtains and house furnishings, that the real article is shrouded

woman putting the "Windowphanie" into position as shown in illustration No. 2, and think how much space and time and labor is saved by forgetting that all of the rest of the room was

Windowphanie



No.2.

in existence. To advertise a "Modern" article in an old-fashioned way is certainly not commendable and a conspicuous error of judgment.

* * *

In conversation with a manufacturer of tires the other day he stated that it was simply impossible to sell auto goods unless they possessed some specific trademarked feature. When questioned further he said that the moment a customer entered the place, he had his eyes open for the product with "An Extra Reason." "The main trouble is," the manufacturer declared, "tires are not like breakfast foods—people can't try one to-day and another to-morrow, just to whet their appetites. Do you know what happened not long since? A friend of mine had a large

Windowphanie

The Modern Glass Decoration

MAKE YOUR OWN



STAINED GLASS

Windowphanie has all the beautiful colorings of rich stained glass. Can be applied to ordinary window glass by a very simple process—costs little, and is of greatest durability. Should be used in preference to curtains, shades or blinds, as it admits the light but not the view. Well adapted to windows, doors, transoms, in bath, bed or dining rooms, etc. Send for our catalog of borders, fillings and center-pieces, and free samples.

L. W. MALZ
19 E. 14th St., N. Y.
Bet. B'way & 5th Av.

No.1.

in doubt and mystery, and what should have constituted the vital feature of the picture lost. Advertisers are learning by slow degrees that the modern idea is one of clever brevity and clearness of pen treatment. Eliminate everything you can that has no direct connection with the article sold. It would have been just as easy to show a graceful figure of a

garage and sales store up near the Grand Circle. He couldn't sell his tires at any price, although they were splendid tires. At the last moment, in desperation, he pasted immense red labels on every tire, and upon each label was a glaring white cross mark."

"What do those labels mean?" a visitor asked interestedly.

"You can't find 'em on any other tire from here to Harlem," was the business-like retort—"simply our trade mark of Superiority."

"In two weeks a fine business had been built up because of the red labels. It grew to be a popular custom to ask for the 'Tire with the red label.'"

Apropos of this, the necessity of having individuality in advertising is one of the most potent

fortunately, here all publicity virtue ceases. Life is too short to spend it humming around the spokes of an auto wheel in an attempt to decipher copy. People who want tires generally want them in a hurry—that is the spirit of the auto age.

* * *

The Rock Island advertisement reproduced is an example of good horse sense as applied to newspa-



BAILEY'S "WON'T SLIP" TIRES

90% of the world's tire population of the Bailey "Won't Slip" Tire has been made entirely on its merits. The "won't slip" advertising by those who ride them and who have found on their own which proves its reliability, durability and superiority over any and all other tires. The tire construction has made it impossible for it to be injured in any accident in the United States. To supply the demand for Automobile, motor cycle and bicycle tires with Bailey Tires, there is no need in the Bailey Tires to beat the tire, and from the rubber and steel road bed and under the tread, the tread wears of the Bailey Tires on the Automobile what the rubber is to the tire.

Agents on the Bailey "Won't Slip" Tire Tires that insure you perfect security from skidding.

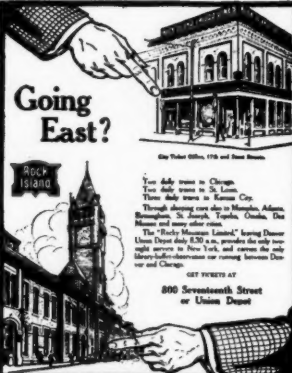
Write us for descriptive booklet.

H. B.—The extra cost of the Bailey Tires on the Ltd more than amount of same made in 25 and 3 in. \$1.50 each; 35 in. \$2.00 each; 4 in. \$2.50 each; 5 in. \$3.00 each; 6 in. \$3.75 each.

H. B.—New ready Bailey's "Won't Slip" Tire Tires for carrying all makes and sizes of motor cycle and partly worn tires at nominal cost by Bailey Tire Manufacturers. Write for price.

C. J. BAILEY & CO.,
22 Boylston Street Boston, Mass., U.S.A.

factors. Something to make your ad "stand out" from the hundreds of others appearing in the magazines. You can't simply pick out a "red label" brand of design or copy, however. It must be intensely practical as well as attractive. In the design employed by C. J. Bailey & Co., what might be termed an "eye catcher" has been used, but un-



Going East?

Rock Island

One dollar tickets, 17th and 20th Streets.

Your daily train to Chicago.
Two daily trains to St. Louis.
Three daily trains to Kansas City.
Through sleeping cars day to Memphis, Adams, Birmingham, St. Louis, Toledo, Omaha, Des Moines and many other cities.
The "Rocky Mountain Limited," leaving Denver Union Depot daily 6:30 a.m., provides the only overnight service to New York, and carries the only luxury-louche-dormitory car running between Denver and Chicago.

GET TICKETS AT
800 Broadway Street
or Union Depot

per illustration. Its conception is interesting, its copy to the point and its pen handling creditable to the artist. The introduction of pointing hands is not original, but this feature will be permissible so long as it is intelligently handled and so long as human nature wants to be directed. When someone invents a better way to catch the eye and focus it, then the index finger scheme can be eliminated and not before. The lone traveler, who has experienced all the difficulties of finding ticket offices, depots, etc., will welcome this advertisement and profit by it.

* * *

"What we do, we do well." That is the catch line employed by The Allen Auto Specialty Co. The phrase is a misleading one for this concern does not advertise well. When Lincoln was practicing law, he was on the side of the prosecution in a case where a rough and uncouth character of

the vicinity was up for mis-appropriating funds that should have gone into the construction of a barn. It seemed he allowed the barn to go up without his supervision. When on the stand, he loudly protested his innocence and went on to state the virtues



he possessed as a workman. Lincoln listened for some time with a smile on his face. At last he remarked, "The prisoner states that what he does he does well, but, Your Honor, the trouble is he doesn't do anything." The design shown is clean and the tire with its accessories prints well but that is not enough in an advertisement—every feature must be correct. The sooner the lesson is learned that type should not be bumped indiscriminately into every available corner, necessitating an ocular aerial flight to be read, the sooner will advertisers find that publicity pays rich dividends.

A REAL NEWSPAPER.

The proprietors of a Siamese newspaper have distributed hand-bills containing the following notice: "The news of English we tell the latest. Writ in perfectly style and most earliest. Do a murder, git commit, we hear of and tell it. Do a mighty chief die, we publish it, and in borders of somber. Staff has each one been colleged, and write like the Kipling and the Dickens. We circle every town and extortionate not for advertisements. Buy it. Buy it. Tell each of you its greatness for good. Ready on Friday, Number first."

SHOULD BE MORE ACCURATE.

The society reporters always speak of a bride being "led to the altar," just as though a bride couldn't find her way there blindfold.—*Philadelphia Ledger*.

EIGHT MORE PAGES ADDED

Human Life

THE MAGAZINE ABOUT PEOPLE
EDITED BY ALFRED HENRY LEWIS

IS BIGGER and
BETTER THAN EVER!

Be sure to see the September issue—the article on Charles Frohman—"The Dictator of Dramatic Destinies"—who deals in men and women on the stage as do merchants in hides and hogs—will hold your interest.

INTERESTS ITS READERS

It is the interest of its readers in the contents of a magazine that makes the advertising pay.

"HUMAN LIFE" PAYS ITS ADVERTISERS

24 new advertisers start with September. Over 3,500 lines of the highest grade business added. *Human Life* simply cannot help paying you.

50c. a line for 200,000 guaranteed. \$1 a line commencing with our January '08 issue.

Send in your home address if you do not receive the magazine. We are willing to let the stirring human interest articles and stories convince you that *Human Life* should carry your advertising.

HUMAN LIFE PUBLISHING COMPANY

93-95 Broad Street
Boston

New York Chicago St. Louis

4 YEARS FOR \$5

The subscription price of PRINTERS' INK is \$2 a year, but a four years' paid-in-advance subscription can be had for \$5, or four one-year subscriptions for four separate subscribers for the same sum, or twenty for \$20. Some intelligent newspapers find it a good investment to subscribe for copies for their local advertisers. It teaches them how to make their advertising pay, and to become larger and better advertisers.

My Testimonials

Your inks have always proven very satisfactory in every way.

ANDREW J. KIRBY, North Tiverton, R. I.

Every mail brings some sort of a testimonial about my inks, and even though some contain only three words, "Same as last," I feel just as proud of them as if they occupied several sheets of letter paper and couched in the most flowery language. If I were to undertake to publish all of the testimonials sent to me in my fourteen years selling inks the book would be larger than our city directory, which is a volume almost a foot thick. All I ask is a trial order and the purchaser can be the judge and jury. If he feels dissatisfied with his bargain the money is refunded, also the transportation charges. Send for my sample book and price list.

ADDRESS

PRINTERS INK JONSON

17 Spruce Street, - - - - - New York.

AN OBITUARY.

A Publisher reader sends the following obituary notice, which he recently received as "copy" for his newspaper:

Dear sire please
print this virceses fore me and oblige

CUT DOWN LIKE A FLOUR.

Dide at the home of its parnce Mr. and Mrs. ——— last Saturday mornong the only child a little baby boy came to gladen the home but was cut done like a rosebud the reneases was lade to Rest in the Novesta senetry sunday april the 20. Reverned N—— spoke butfule words of comfort at the house sunday aftonknoon, the weeping parnce and friends have the synphy of the community in which thy live.

Sleep sweet thy litle angel sleep sweet thy litle Babe ever watchen ove us till god shell call us Home to you sleep on litle Darling sleep sweet beneath the sod for thou how Called the Home does all things for the best. sleep on in Hevens lht so blue and meight us at the golden gate sleep sweet sleep on.

Advertisements.

Advertisements in "Printers' Ink" cost twenty cents a line or forty dollars a page (20 lines) for each insertion, *five* a line per year. Five per cent discount may be deducted if payment accompanies copy and order for insertion and ten per cent on yearly contract paid wholly in advance. If a specified position is demanded for an advertisement, and granted, double price will be charged.

WANTS.

ADVERTISERS' TALK about my good advertising work. Free. SETH BROWN, Chicago.

THE circulation of the New York World, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

OVER 1,000 men secured positions through us last month. Let us help you to a high grade position. Write for booklet. HAPGOODS, 306 Broadway, N. Y.

YOUNG MAN, 19, wishes position as checker in advertising agency, or in advertising department of publishing house. Experienced. HERBERT H. GOLDBERG, 292 St. Ann's Av., N. Y. C.

IF YOUR NEWSPAPER IS GETTING IN A BUT, you should inject into it new editorial blood. A forceful, progressive writer of broad experience can be found by addressing "X," Printers' Ink.

WANTED—Position as advertising manager for some lively daily newspaper outside Chicago. Good business getter. Expect good salary. Address "K. K.," 607 West Congress Street, Chicago.

POSITION WANTED as editorial writer or assistant on interior city daily in Eastern States, or editorial management good country weekly. R. GOLDSMITH, 385 Hancock Street, Brooklyn, N. Y.

ADVERTISER desires position where faithful services will be appreciated; year's experience; produces snappy, business-getting copy; Powell graduate. JOSEPH BENRIMO, 546 46th St., Brooklyn, N. Y.

AD WRITER of 2½ years' practice (male) desires position as copy writer or assistant. Produces forcible business copy. Send for printed specimens of my work. H. L. SETTERLUND, Route 6, Fairfield, Conn.

PRACTICAL NEWSPAPER MEN WANTED to fill desirable positions now open. We can give every capable man the opportunity for advancement. Send for free Booklet No. 7. FERNALD'S NEWSPAPER MEN'S EXCHANGE, Springfield, Mass.

ILLUSTRATED FARM SERVICE for dailies. Page mats or any way to suit. ASSOCIATED FARM PRESS, 112 Dearborn St., Chicago.

"ADVERTISERS' MAGAZINE"—The WESTERN MONTHLY should be read by every advertiser and mail-order dealer. Best "School of Advertising" in existence. Trial subscription ten cents. Sample copy free. THE WESTERN MONTHLY, 815 Grand Ave., Kansas City, Mo.

WANTED—Assistant in Purchasing Department of a large New York Printing and Engraving house. Must be thoroughly familiar with printing papers, their relative merits and value, and competent to select and purchase such papers to the best advantage. Must also have practical experience in high-class printing. State age, qualifications and salary expected. Address P. O. Box 781, New York City.

YOUNG MEN AND WOMEN of ability who seek positions as adwriters and ad managers should use the classified columns of **PRINTERS' INK**, the business journal for advertisers, published weekly at 10 Spruce St., New York. Such advertisements will be inserted at 20 cents per line, six words to the line. **PRINTERS' INK** is the best school for advertisers, and it reaches every week more employing advertisers than any other publication in the United States.

WANTED—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$5.00 place, another \$5.00, and any number can \$1.50. The best clothing adwriter in New York owes his success within a few months to my teachings. Demand exceeds supply.

GEORGE H. POWELL, Advertising and Business Expert, 471 Metropolitan Annex, New York.

PAPER.

BASSETT & SUTPHIN, 62 Lafayette St., New York City. Coated papers a specialty. Diamond B Perfect. Write for high-grade catalogues.

FOR SALE.

FOR SALE—Late faces new body and job type. 35c. per lb. MANLIUS PUB. CO., Fayetteville, N. Y.

FOR SALE—A No. 1 thoroughly rebuilt Linotype, guaranteed practically as good as new by the Mergenthaler people. Boxed and ready for immediate shipment at a bargain and reasonable terms. Wire FRANK B. WILSON, Kenton, Ohio.

FOR SALE—Three Model 1 two-letter Mergenthaler Linotypes; completely rebuilt by Brooklyn factory machinist and brought up to date; in perfect running order. Big bargains at \$2250; f. o. b. Augusta. Address THE CHRONICLE, Augusta, Ga.

BANKRUPT SALE.
STATE PUBLISHING CO., Property.
Under and by virtue of an order and decree of sale made by the Hon. Thomas G. Jones, Judge of the District Court of the United States for the Middle District of Alabama, in Bankruptcy, in the matter of The State Publishing Co., bankrupt, on the 16th day of August, 1907, J. A. G. Forbes, as receiver of said bankrupt, will offer for sale, for cash, at Court Square Basin, Montgomery, Ala., at public outcry, at noon on the 29th day of August, 1907, all of the property of The State Publishing Co., except the book accounts, the same consisting of a complete newspaper publishing outfit, now located in the building known as No. 220 Dexter Avenue, Montgomery, Ala., a full and complete description of which property is contained in an inventory on file in said cause, and to which reference is hereby made as a part of the description of the property to be sold. Said property will be sold subject to the liens of the bondholders of said company, secured by a deed of trust made to A. G. Forbes as trustee, duly recorded in the office of the Judge of Probate of Montgomery County, Ala., and subject to the lien of Dodson Printers' Supply Co., by virtue of its retention of title to portions of said property as shown by the contracts covering the same which are recorded in the same office.

The sale will be made subject to the confirmation of the court.

A. G. FORBES,
Receiver,
Daily State Publishing Co.

PRINTING.

PROMPT delivery of highest quality printed business forms and advertising matter, is our specialty. Let us estimate on your next order. If your job is a very technical one or requires exactness in all respects we can suit you. **THE BOULTON PRESS**, Drawer 9, Cuba, N. Y.

ADVERTISING MEDIA

THE TROY (Ohio) RECORD is a daily of the Montreal Star class published in a 6,000 town. Circulation covers city and Central Miami County thoroughly. Send for rate card.

SWORN circulation Waterloo (Iowa) Daily COURIER exceeds 4,700 copies. Largest guaranteed circulation any Waterloo paper. Nearly 5,000 people work in Waterloo's 123 factories.

PREMIUMS.

THOUSANDS of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 500-page list price illustrated catalogue. (©) Greatest book of its kind. Published annually. 55th issue now ready; free. **S. F. MYERS CO.**, 47w. and 49 Maiden Lane, N. Y.

CURRENT TOPICS REFERENCE LIBRARY.

"A ROYAL ROAD TO KNOWLEDGE"—MILIONS of up-to-date pictures and clippings on every topic, from all sources, classified for quick reference. Call, telephone or write. **THE SEARCH-LIGHT INFORMATION LIBRARY**, 341 Fifth Ave. (opposite Waldorf). Tel. 1544 Mad.

ENGRAVING.

COVER DESIGNS, color work and retouched half-tones our specialties. Send for samples. We guarantee prompt service and high-grade workmanship. **BALTIMORE (MD.) ENGRAVING CO.**, 24 S. Charles St., Baltimore, Md.

COIN CARDS.

\$3 PER 1,000. Less for more; any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.

ADVERTISING AGENCIES.

D. A. O'GORMAN AGENCY, 1 Madison Ave., N. Y. Medical Journal advg. exclusively.

AGRICULTURAL Advertising prepared and placed. **THE GEN. ADVG. AGY.**, 422 Drexel Bldg., Phila.

THE IRELAND ADVERTISING AGENCY, 2015 Tribune Building, New York. 225 Chestnut Street, Philadelphia.

ALBERT FRANK & CO., 25 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

PRINTERS.

We print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR PTG. CO.**, 514 Main St., Cincinnati, O.

MAILING MACHINES.

THE DICK MATCHLESS MAILER, lightest and quickest. Price \$14.50. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

CARD INDEX SUPPLIES.

GET prices on Stock Cards and Special Forms from manufacturers. Cards furnished for all makes of cabinets. Special discounts to Printing Trade.

STANDARD INDEX CARD COMPANY, 707-709 Arch St., Philadelphia, Pa.

COIN MAILER.

\$2. 60 PER 1,000. For 6 coins \$3. Any printing. **\$2. ACME COIN CARRIER CO.**, Burlington, Ia.

HALF-TONES.

WRITE for samples and prices. **STANDARD ENGRAVING CO.**, 550 7th Ave., New York.

NEWSPAPER HALF-TONES.

2x3, 75c.; 3x4, \$1.; 4x5, \$1.65. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

HALF-TONE or line productions, 10 square inches or smaller, delivered prepaid. 75c.; 6 or more, 50c. each, cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. **Newspaper process-engraver.** F. O. Box 815, Philadelphia, Pa.

SUPPLIES.

W. D. WILSON PRINTING INK CO., Limited, of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade.

Special prices to cash buyers.

MR. PUBLISHER: You ought to have Bernard's Cold Water Paste in your circulation dept for pasting mailing wrappers. No other paste so clean, convenient and cheap. Sample Free. **BERNARD**, 609 Rector Building, Chicago, Ill.

BOOKS.

11 BEST BOOKS on Advertising, \$18 worth for \$13. Dis. on 2 or more. Send for list. **PROFITABLE ADVERTISING**, Boston.

Forty Years an Advertising Agent

BY GEORGE P. ROWELL.

The first authentic history and exhaustive narrative of the development and evolution of American advertising as a real business force. The remainder of the edition (published last year) is now offered for sale. About 600 pages, 6x8, set in long primer, with many half-tone portraits. Cloth and gold. Price \$2, prepaid. **THE PRINTERS' INK PUBLISHING CO.**, 10 Spruce St., New York.

PATENTS.

PATENTS that PROTECT. Our 3 books for inventors mailed on receipt of 6 cts. stamps. **R. S. & A. B. LACEY**, Washington. D. C. Estab. 1869.

ADVERTISING EXPERT.

PUBLISHERS—I can put your advertising department on its feet. Thirty successful engagements; work done on educational lines; copy prepared. **J. A. WILSON**, Advertisement Expert, care Printers' Ink.

PUBLISHING BUSINESS OPPORTUNITIES.

OWN A PUBLISHING BUSINESS.

This is a good time to buy. Gives time to formulate plans. For Fall sub. and ad. campaigns. If you can manage your own business, Why work for another? Call, write or phone.

EMERSON P. HARRIS, Broker in Publishing Property, 253 Broadway, New York.

POSTAGE STAMPS.

25 OFF, un gummed, unused, U. S. c. o. d. **ORSEL**, Bayer, 2404 Milwaukee Ave., Chicago.

ADVERTISING NOVELTIES.

BUY advertising novelties of the manufacturer; 2 samples, 10c.; Toothpick cases, \$20 per 1000. Steel nail file, in leather case, \$30 per 1000, your ad on. **J. C. KENYON**, Mfr., Owego, N. Y.

PUBLICATIONS.

PROFITABLE ADVERTISING, Boston, Mass. The leading advertising Journal; \$2 a year. Sample copy 30c. Vol. 17 began with Jun.

SYSTEM

THE MAGAZINE OF BUSINESS

SYSTEM'S great September Annual is closing with more pages of cash business than will be carried by any other standard magazine. And, mind you, every page of this is clean and high-grade—not one proposition out of the many hundreds advertised is open to the slightest criticism.

No patent medicines.
No medical appliances.
No mail-order liquors.
No wild-cat mining.
No get-rich-quick investment offers.
No catch-penny dodges.

SYSTEM carries this volume of business because it pays advertisers so handsomely—because 300,000 well-rated business men regard it as a guide to shrewd buying.

SYSTEM

THE MAGAZINE OF BUSINESS

FOR SALE

Going NEWSPAPER Plant

In the Third City in Ohio

For immediate action the undersigned offers for sale the plant, properties and franchises of the Toledo Press—a going newspaper in what has long been considered by newspaper men the most available city in the country for a third evening paper.

Toledo's population is approximately 180,000, and Toledo evening papers cover all Northwestern Ohio. The Press was prosperous, successful, and achieved a large circulation until internal confusion compelled a receivership. The paper did a gross business of \$125,000 the first thirteen months, and daily average circulation for 1906 exceeded 26,000. Equipment including Hoe Quad. Press and six Linotype Machines, new and of the finest character. Communicate with

DAVID ROBISON, JR., RECEIVER,
Ohio Savings Bank & Trust Company,
TOLEDO, OHIO.

You can=
not cover
Greater
Cleveland
without
the NEWS.

The Firm Foundation

A CHRISTIAN WEEKLY,

has gained

2,000 NEW
SUBSCRIBERS

within the last

SIXTY DAYS

Its last issue was **13,400.**

It will ring the bell at the **15,000** mark by January 1st, 1908.

How is this? Why, it is published in

TEXAS

the State on which the eagle-eyed, long-headed advertiser has a focus.

AUSTIN, TEXAS

READY-MADE ADVERTISEMENTS.

Readers of PRINTERS' INK are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

PROVIDENCE, R. I.

Editor Ready Made Department:

DEAR SIR—If you have your own private menagerie for freaks here are a couple of specimens that deserve cages down in front.

These things happen only on Sunday for which we should be duly thankful. They run in both the *Tribune* and the *Journal*.

The larger of the two appeared a week ago yesterday. It strikes a new note in advertising.

Some critics say that "Reason Why" has been done to death. If that is the case this ad ought to appeal to them very strongly, because in most careful perusal it fails to show a single "Reason" for the "why" of the ad.

I asked the advertising manager of one of the papers if he knew what this was all about, and he said that he believed it was part of some sort of a scheme which they had in mind, but he hadn't the slightest idea what the scheme was.

Now yesterday along came the small ad which, in my mind, is a good deal worse than the big one.

The cost of the large ad in both papers was \$29, and the smaller one \$18—\$47 gone to glory.

There is an alleged professional humorist in this village who occasionally runs a half-tone of his face in the newspapers followed by the statement that "I don't care what they say so long as they talk about me."

I wouldn't be at all surprised if that is the idea that Coleman has.

This kind of advertising (?) might be tolerated under some conditions. If Coleman was a regular advertiser whose name and business were well known to the general public we might stand it if he ran a few pages from Joe Miller in place of his regular ad some day, but as the matter stands he is not a regular advertiser although he evidently thinks he is.

Coleman's has been, for years, the only place in the city handling Marine Hardware and Supplies, and it seems too bad this late day to see him making an exhibition of himself.

Somebody has probably told him that this stuff is good. Perhaps it is, but as the country editor says "What for we do not learn."

I think your duty to your fellow-men demands that you give this kind of stuff the hook.

With kind regards, I am,

Yours very truly,

AN ADVERTISING MAN WHO BELIEVES
IN USING ADVERTISING SPACE FOR
ADVERTISING.

There seems to be nothing left for me to say—the hook having been so ably used in the above

letter—so PRINTERS' INK having no puzzle column, I will just reprint the ads herewith and let each reader work out his own answer.

BRUDDEH ISAAC'S DISCOURSE.

My breddren, somewhar in de 'Sa'ms King David says, "All men am liahs;" and den he says, "Reputation am ohfen got widout deservin'."

I want to invite youh t'oughts dis mownin' to de 'speyance of one ob de liahs, showin' de trufe ob de secon' tex,' "Reputation am ohfen got widout deservin'."

Ananias was a man—an' he was a liah. But he was't a great liah. He was'n't eben a right smaht liah. Des a cawmon, onery eb'ry day liah. An yit, my breddren, look at Ananias today; see de magnillikent reputation ez a liah ob dat man. Why, he am de patron saint ob liahs, an' was befo' you an' me was born—'way back, long 'fo' de wah.

Now, my breddren, we ain' tole dat Ananias was a habituus liah; we ain't tole dat he evah pefohmed only de one lie; an' yit, he made de biggest reputation dat a liah or a man—de same t'ing, my breddren—ebeh made. Why, my breddren, you or me tells mo' lies an' bigger lies eb'ry day ob our lives, an' yit, what soht ob reputations hab we? De mos' ob us, none at all. Probably we ain' got de winnin' ways ob ole Ananias. We sut'n'ly kyan't make a leetle lie go as fer ez he did. But, my breddren, it wasn't his winnin' ways ALONE dat raised ole Ananias to de penuckle ob fame. It was his 'mediate death. He might have lived to be ez ole ez George Washin'ton an' nebeh tole anudder lie; his dyin' when he did, wuz de makin' ob him.

An now, my breddren, dey is some lessons to be learned from all dis, if Bruddeh Caleb obeh dar am notable fo' 'n'n'orsity; if Sisteh Dinah is notable fo' her meekness; don't you be discouraged, my po' 'brudder no-count," caz you ain't notable fo' anyt'ing. Remembah dat reputations am ohfen got widout deservin', remembah ole Ananias wid his mise' bu' picayune lie, an' do the bes' you kin.

An' yo' whitefolks in de back ob de church—if Brudder Samule he t'anks de Lawd he's hones'; if Bruddeh 'Rastus tells you he hates de sight ob Chicken Pie, remembah dat King David says "All men am liahs," an' keep youh hen-house locked.

Charles Battell Loomis.

P. S.—Leave the key, and your money if you want to, at

COLEMAN'S,

296-308 South Water Street,
corner of Gasolene Alley nee Sov-
ereign Street. One mile PLUMB WEST,

as far as you can walk from Uncle Roger Williams Rock. In BUILDING where Perry Davis bottled his first Pain Killer. "Hot Stuff" too. Perry "knew two or three things." So does Mr. Pip. He's a different "breed of cats" too from Old Ananias and Brudder Samule.

"GASOLEEN, OH! GASOLEEN!"

We Now Have It On Tap—Down Town near Public Landing. For the "Chu-Chu" "Putt-Putt" or "Honk-Honk" man (or any other thirsty soul that won't insist on drinking it on the premises). And we won't soak him or you either.

If you feel "de natured," we will furnish the Alcohol (as an accommodation)—Plus.

COLEMAN'S,

296 to 308 South Water Street, Cor. Gasoline Alley, nee Sovereign St.

"Lest you forget," our Rain Proof Clothing Department and Cold Storage for Boats and Canoes, are next door to where our old friend Michael McHale sold good Ale, and we are still in the buildings where our Daddies used to Whittle Blocks, Grind Corn and made Gun Locks that didn't "go off" (at a profit). Perry Davis used to bottle up and peddle "Pain Killer" here in old times.

More money in Pain Killer THEN AND NOW is, or ever dared to be in grinding corn, whittling blocks and pumps.

WHO'D A THUNK IT!

A Novel Way of Putting it. From the Peoria (Ill.) Star.

Silk Remnants.

When a race-horse gets to going too fast for its competitors, they handicap it by adding extra weight for it to carry. When a store gets to selling more than its competitors, it is handicapped by having to carry remnants. To remove that "weight," we are going to slash prices to-morrow. Half Price for all short lengths of 1 to 15 yards in the Silk Section.

Beside the many novelties, there are hundreds of desirable remnants of Plain Taffetas, Gros de Londres, Peau de Cygnes, Peau de Soies, Poplins, Checked and Striped Louisines and Taffetas, Rough Silks, etc. We haven't had a big Silk Remnant Clearance for some time, so this is a great chance!

Plenty of Waist, Skirt and even Dress Lengths in the lot.

P. A. BERGNER & CO.,
Peoria, Ill.

A Potent Argument for a Savings Bank. From the Gloversville (N. Y.) Leader.

Harvest Time.

The earning period of a man's hire is his season of plenty—his Harvest Time. It is then, if ever, that he must lay by stores for Life's Winter. You—what are you doing with the proceeds of your harvest? Do you waste it all, or are you wisely saving a part? These are pertinent questions—not impertinent. Let us help you to save. Make this bank your "granary" and keep safe the golden results of your industry.

MANUFACTURERS' &
MERCHANTS' BANK,
Gloversville, N. Y.

From the Trenton (N. J.) True American.

The Man With a Camera

is equipped for a whole lot of pleasant pastime.

There is no vacation which cannot be better enjoyed if there's a little photography put into it.

If you've never handled a camera in your life, the pleasure is as much for you as for the experienced snapshotter, for modern cameras require but two or three movements and a view is secured.

Let us show you how simple it is.

Prices begin at \$1.

STOLL'S,
20 East State Street,
Trenton, N. J.

From the Indianapolis (Ind.) News.

Baby Dresses at Fifty Cents.

Because they are low in price don't let that prejudice you against them. The fact is that they are the prettiest of any we have been able to offer at the price. All are of excellent grade nainsook, with extra wide skirts and deep hems. Yokes variously trimmed with embroidery, some tucked, others corded effects. Ten designs to select from. Six months, one, two and three year sizes. Choice 50 cents.

WM. HAERLE,
4 West Washington Street,
Indianapolis, Ind.

DAVID M. PFAELZER & Co.,
Makers of Young Men's and Juvenile
Clothing.

CHICAGO.

Editor Ready Made Department:

DEAR SIR—I am sending you under separate cover a game for which I claim the authorship, advertising our "Combination" Suit. Whatever comment, adverse or otherwise, you care to make upon it in your publication will be appreciated.

Don't let this game get into the hands of your office help, as it will surely demoralize business. According to my advertisements of this game I speak of it as being "highly exciting and tremendously amusing," and should your employees begin to play a game of that kind, I will not stand responsible for the results.

Cordially yours,

(Signed) GEORGE L. LOUIS,
Advertising Manager.

The game ("Combination," it is called) seems, after reading the directions, quite likely to prove "highly exciting and tremendously amusing." It consists of fifty-two cards of regular playing-card size and finish, divided into thirteen sets of four each. The cards are evenly divided among four or more players, and the players turn them up, in turn, one at a time, laying each card face upward before them. The player who first discovers a correct combination thus exposed, and calls "combination," is entitled to give each of the other players one of his cards, the player who first exhausts his supply being the winner. The player who calls "combination" when there is none, pays for his blunder by receiving a card from each of the other players, and other rules calculated to keep the players on the alert and to punish them for any lack of attention, tend to make the game one of absorbing interest. On the face of each card is a picture of a boy clad in "Wearbetter" clothes, holding up a pair of trousers of the same brand, showing their particular style of architecture. On the backs are a score or more of bright boy faces, surrounding a circular design bearing the words "You'd better wear Wearbetter if you want your clothes to look better and wear better." In spite of the fact that many who play this game persistently will never

be able to say, offhand, what article or brand of article it advertises, it is probably good advertising, for on many who are more observing, or have more retentive memories, a distinct and lasting impression will be made. It would be interesting to know just how these games are distributed, so as to reach the right hands—the heads of families and the boys who are old enough to play card games and take an interest in their clothes. I should like to see others of this series of games as they are issued, this one being designated as No. 1 of "The Geo. L. Louis series of games and puzzles."

Good Idea. Would Like To See the Little Magazine and the Booklet.

Harrisburg Real Estate.

We've just issued a little magazine containing some interesting information about Harrisburg real estate—and a large list of saleable properties—many of them at bargain prices. If you're looking for a house—a business property—a farm or good building site—better see what we have to offer before purchasing—we feel sure we can meet the wants of any reasonable buyer.

Ask for a copy of our Booklet.

MILLER BROS. &
BAKER,
Federal Square,
Harrisburg, Pa.

Good One for Screens. From the Lynn (Mass.) Daily Evening Item.

Avoid Drafts!

Sleep with plenty of air, but don't have it blow directly on you. The air is excellent, but drafts are dangerous! With a screen you can regulate the air as it enters your room.

We have screens of all kinds and prices. A new stock of screens with weathered oak frames, fitted with leather hinges and upholstered in red and green, arrived recently. These sell at \$2.75.

HILL, WELCH & COMPANY,
Munroe St., Oxford St.,
Lynn, Mass.

SHARPE & WHERRY FURNITURE Co.,
Dealers in Furniture, Carpets
and Stoves.

314 N. Market St.,
NASHVILLE, Tenn.

Editor Ready Made Department:

SIR—The enclosed ad is a sample of a series I have been preparing for this firm. They have produced very good results, but perhaps you could suggest some improvement. No prices are mentioned because they are higher priced than the ordinary goods of this kind, and we think it best to try to slow the customer by a personal interview, either at our store or her home, that our goods are worth all we ask.

Your criticisms would be appreciated.
Respectfully,
WALTER SANFORD.

It is a very good ad, both in text and typography, but I think that, had it been mine, I should have cut out enough of the "worry" talk to permit the use of larger type in the really important part—the description. If a woman is having a daily struggle with a refractory stove, just the word "stove" will bring all her stove troubles together and parade them up and down in her mind. And then, the statement of the things your stove *will* do, will recall to her all the things her stove *will not* do. So, while it is well to recall her stove troubles, a suggestion is generally quite as effective as to name them or their consequences at length. And that leaves more space in which to tell her, in easily readable type, why *your* stove is *the* stove for her. Here's the ad:

DON'T WORRY WITH YOUR OLD STOVE!

Nothing is more injurious to health than worry. Constant dropping of water wears away the hardest stone. Constantly worrying with your old worn-out stove will help to break down your health. Don't worry with it any longer. You've been planning to buy a new stove or range for some time. Don't put it off—buy it now!

Certainly you want a stove or range that will last the longest; that will always bake satisfactorily; that will do the greatest amount of work with the least coal; that will not need constant repairing. Then, buy a Daisy Anchor Stove or Matchless Steel Range.

They are the only ones sold with an absolute guarantee on the linings of the firebox. They are made of the very best material through and through. The Lids and Centers are extra heavy and are arched and ribbed so they will not warp or crack,

and the oven plates cannot buckle and let ashes sift into your bread.

They permit perfect regulation of draft and will hold the heat longer and do more cooking with the same amount of coal than any other stove or range in America.

We'll take your old stove as part payment, and you can pay us the balance on terms to suit yourself. Just 'phone Main 1304 for a salesman to come and answer any questions you wish to ask about them and make you a price on your old stove.

Complete Home-Furnishers,
SHARPE & WHERRY FURNITURE COMPANY,

314 Second Ave., N. (Market St.)
Near Public Square.

The "One-point-at-a-time" Style of Copy Will Produce Where the Long-Winded Argument Will Fail. From the Springfield (Mass.) Union.

**A Bath-room
That "Looks Cool"**

is worth while. See the handsome bath room supplies in our show room.

THE OLIVER & HOWLAND CO.,

214 Worthington St.,
33-35 Taylor St.,
Springfield, Mass.

KEWANEE, Ill.

Editor Ready Made Department:

DEAR SIR—Under separate cover I am mailing to you a copy of a catalogue which I got out for Lyman-Lay Co. this spring. I wanted to put a cover on it or use a special design on the cover but they would not stand for the expense.

I am sending this to you asking your opinion of the book. Although I am not a reader of **PRINTERS' INK** I trust you will pass your opinion on my work. In sending out these books we used the United States permit instead of stamping.

I am enclosing five cents for which please send to me copy of **PRINTERS' INK** in which the criticism appears, should you make it through your valuable little book.

Thanking you in advance for any criticism, I am,

Very truly,
(Signed) H. R. BUCHANAN,
With Lyman-Lay Co.

The above mentioned catalogue is one of many which either never reached this office, or, being "sent under other cover," became lost in the shuffle, as printed matter often does. All ordinary care is exercised in sorting the mail, b. i., as I have said before, many times and often, matter sent for criticism should be mailed in the same enclosure with the letter,

THE ROLL OF HONOR

is a department among the advertising pages of PRINTERS' INK in which every paper is entitled to appear which has submitted a detailed statement to Rowell's American Newspaper Directory of the number of complete and perfect copies issued for the period of an entire year preceding the date of such statement. No paper which has not submitted such a statement, covering the period of one entire year, can secure a place upon the Roll of Honor for either *Love or Money*.

PRINTER'S INK is the *one* journal that can give such a department the integrity which makes it valuable to advertisers and the publicity which will produce results for publishers appearing therein. A rating in the Roll of Honor practically fixes the circulation of a paper beyond dispute. The establishment of such a method, capable of being kept all the time up-to-date, marks an era almost as important in scientific advertising as was the establishment, in 1869, of Rowell's American Newspaper Directory. The Roll of Honor is the only organized weekly service in existence anywhere through which the honest and progressive publisher, entitled to membership, can bring before the advertisers of the United States his increase of circulation for a week, a month or a quarter just past. It is a satisfactory guarantee of the publisher's truthfulness and good faith. In reports of this kind every prominent advertiser is vitally interested. The Roll of Honor is a unique and choice service for choice mediums. It is the only authoritative source of such information to be had at any price, and the expense of it is merely nominal.

Roll of Honor advertising costs 20 cents a line, or \$20.80 for a two-line advertisement for one year. If cash in advance for one year accompanies this order, a discount of 10 per cent may be deducted.

For further information, if desired, address,

THE PRINTERS' INK PUBLISHING CO.,
NO. 10 SPRUCE ST., NEW YORK.